

UNIVERSITY OF SWAZILAND

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

SUPPLEMENTARY EXAMINATION 2007

FULL-TIME AND I.D.E.

TITLE OF PAPER : BUSINESS COMMUNICATION

COURSE : BA312

DEGREE AND YEAR :DIPCOM 3

TIME ALLOWED :TWO (2) HOURS

- INSTRUCTIONS:**
- 1. THIS PAPER CONSISTS OF SECTION (A) AND (B)**
 - 2. SECTION (A) IS COMPULSORY**
 - 3. ANSWER ANY TWO (2) QUESTIONS FROM SECTION B**

**NOTE: MARKS WILL BE AWARDED FOR GOOD COMMUNICATION
IN ENGLISH AND FOR ORDERLY PRESENTATION**

**THIS EXAMINATION PAPER SHOULD NOT BE OPENED UNTIL
INVIGILATOR HAS GRANTED PERMISSION**

SECTION A [COMPULSORY]**READ THE FOLLOWING LETTER AND ANSWER THE QUESTIONS BELOW**

30 APRIL 2006

Mr N.E MASEKO
The Sales Manager
Food Supplies Ltd
Gwamile Street
Manzini

Dear Mr Maseko

BROKEN 5 kg BAGS OF RICE: INVOICE 2568 25 OCTOBER

Thank you for your prompt delivery of our first two orders for brown rice. The rice was of very good quality. However, the third order arrived with three broken bags. As a result, we had to buy extra rice at nearly twice the price.

DETAILS OF ORDER

The details of the order are as follows:

Date of order:	22 April
Date of delivery:	25 April
Invoice Number:	2568
Delivery Lorry:	Number 3
Driver:	Mr Mabundza
Number of bags delivered:	Five
Number of bags found broken:	Three

BREAKAGE DURING PACKING AND DELIVERY

The three broken bags seem to have been broken during packing or delivery. We take the greatest care when we unpack our food consignments, and our un-packers state that they found the bags broken.

Since we did not break the three bags, we should be grateful if you would replace them when you send our next order.

Yours sincerely

J.T. Manana
CATERING MANAGER
JM/ab

QUESTION 1

- a). Explain the difference between the direct and the indirect approaches in negative messages, including when it is appropriate to use each one. **(20 MARKS)**
- b). Responding to the letter above, Write a letter refusing the adjustment. **(30 MARKS)**

SECTION B**ANSWER ANY TWO (2) QUESTIONS FROM THIS SECTION****QUESTION 2**

Describe the listening process, and then explain how to overcome barriers to effective listening. **(25 MARKS)**

QUESTION 3

Discuss the major barriers to effective intercultural communication, and then describe ways the organization can help employees deal with cultural variations in the work place. **(25 MARKS)**

QUESTION 4

Enumerate the different categories of non- verbal communication, giving examples. **(25 MARKS)**

QUESTION 5

Discuss five principles of graphic design that that can improve the quality of visuals. **(25 MARKS)**