

UNIVERSITY OF SWAZILAND FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION 2008

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 CASE AND ANSWER THE QUESTIONS BELOW****Federal Trust Bank Establishes Rules for Using E-mail**

Federal Trust Bank is a savings and loan company primarily engaged in obtaining funds in the form of deposits and investing such funds in loans on residential and commercial real estate, and various types of construction and consumer loans. Federal Trust is headquartered in Sanford, Florida, presently operating five branches with plans to open five more branches within the next two years.

As with all modern organizations, Federal Trust enjoys the communication advantages of a company e-mail system. To ensure that employees use email to the best advantage of the organization, however, management has recently established email related rules that employees must follow. According to these rules ...

... all electronic communication and stored information transmitted, received, or archived in the bank's information system are the property of Federal Trust Bank. ...the electronic mail system provided by Federal Trust is to be used only for the purpose of conducting bank business.

...the use of the bank's e-mail system for sending and receiving chain letters is not authorized. ...the bank's e-mail system should not be used to send offensive or disruptive messages. Among those considered any messages containing sexual implications, racial slurs or any comments offensively addressing someone's age, sexuality orientation, religious or political beliefs, national origin, or disability.

Federal Trust informs employees that messages sent or received on the company e-mail system are not confidential and that management can even retrieve and evaluate erased messages. Management makes sure that employees understand that even the use of individual employee passwords does not guarantee confidentiality.

To ensure that employees follow the above rules, Federal Trust management holds people accountable. Any employee who breaks a rule is subject to disciplinary action up to and including discharge from the company.

QUESTION ONE

- a) What are the advantages of using electronic mail (email) for Federal Trust Bank
(10 MARKS)
- b) Explain how Federal Trust Bank's newly established email related rules will counter the negative effects of electronic mail on the organization.
(15 MARKS)
- c) Write a memo to your supervisor about the likely impact of these rules on employee productivity.
(15 MARKS)

SECTION B

ANSWER ANY TWO (2) QUESTIONS FROM THIS SECTION

QUESTION 2

Describe the importance of analyzing your audience, and identify the factors you should consider when developing an audience profile. **(20 MARKS)**

QUESTION 3

Explain what employers look for in a job interview and then discuss the different types of interviews that companies use to select candidates. **(20MARKS)**

QUESTION 4

a) Discuss the factors to be considered when choosing the most appropriate medium for a message. **(12 MARKS)**

b) Define culture and then explain why it is important in communication.

(8 MARKS)

QUESTION 5

a) Discuss the functions of nonverbal communication. **(10 MARKS)**

b) Describe five strategies for communicating more effectively on the job.

(10 MARKS)