

UNIVERSITY OF SWAZILAND FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

SUPPLEMENTARY 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 LETTER AND ANSWER THE QUESTIONS BELOW

Following Up After the Interview

Did you receive my résumé? I sent it to you at least two months ago and haven't heard anything. I know you keep résumés on file, but I just want to be sure that you keep me in mind. I heard you are hiring health-care managers and certainly would like to be considered for one of those positions.

Since I last wrote you, I've worked in a variety of positions that have helped prepare me for management. To wit, I've become lunch manager at the restaurant where I work, which involved a raise in pay. I now manage a wait staff of 12 girls and take the lunch receipts to the bank every day.

Of course, I'd much rather be working at a real job, and that's why I'm writing again. Is there anything else you would like to know about me or my background? I would really like to know more about your company. Is there any literature you could send me? If so, I would really appreciate it.

I think one reason I haven't been hired yet is that I don't want to leave Piggs Peak. So I hope when you think of me, it's for a position that wouldn't require moving. Thanks again for considering my application.

QUESTIONS 1

- a) Identify the type of employment message written in the above letter and then discuss the other follow up messages and when you would use each one. (10 MARKS)**
- b) Revise and rewrite the above document using all the contents of letter. (30 MARKS)**

SECTION B

ANSWER ANY TWO (2) QUESTIONS FROM THIS SECTION

QUESTION 2

Explain when is it appropriate to use oral communication, and then discuss the advantages and disadvantages of such communication. **(20 MARKS)**

QUESTION 3

Define and distinguish the following terms: kinesics, paralanguage, proxemics, chronemics and haptics **(20 MARKS)**

QUESTION 4

Discuss the personal barriers to communication that may arise from one's background. **(20 MARKS)**