

**UNIVERSITY OF SWAZILAND  
FACULTY OF COMMERCE**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**SUPPLEMENTARY EXAMINATION 2009**

**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**

Olga was busy preparing a speech that she had to deliver to her class in Public Speaking. She had noticed that many of her classmates stood out in the halls and smoked before going into class. She herself was against smoking because her brother suffered from severe asthma. One of the causes of his asthma attacks was inconsiderate smoking by other people. Sometimes the attacks were so severe that he had to be hospitalised.

Olga initially wanted to persuade her classmates to stop smoking, but soon came to the conclusion that it was unlikely that she would succeed in one short speech. They knew the facts about smoking, for example the link between smoking and lung cancer. Their smoking was a free choice made with an awareness of the consequences. So she decided to make them see that smoking does not only have personal consequences. They probably had not thought about how their smoking affected other people, especially those with health problems. Instead of trying to persuade them to give up smoking, she decided to try and make them more considerate about where and when they smoked. She decided that this approach was more realistic under the circumstances, and wrote down her specific purpose as: *I want my audience to consider how their smoking affects other people.* From this specific purpose, she arrived at a central idea with three main points: *three groups of people who are affected by the smoking of others are children, the sick and the elderly.* Olga was now ready to look for supporting material for her main points. She decided that her listeners would be able to identify with real examples. So she spoke to her brother and to an elderly neighbour to get their opinion about inconsiderate smoking. But she realised that, in order to be persuasive, she would also need some testimony from expert sources. She interviewed her family doctor and looked at the periodical literature in the library for articles on the effects of smoking on the three groups: children, the sick and the elderly. In these sources she found definitions, examples and testimony, as well as descriptions of health problems with which she thought her audience could identify. Olga made notes of all the information she obtained so that she would easily find the information again when she carried on with the next stage of her speech preparation.

**QUESTION 1**

- a) Briefly explain to Olga the stages of speech making. (30 MARKS)
- b) Do you think that the supporting materials that Olga selected were appropriate for her audience and her topic? What additional kinds of supporting materials, if any, might Olga have benefited from using? (20 MARKS)

## **SECTION B**

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

### **QUESTION 2**

Discuss with examples, the negative cultural attitudes that exist in intercultural communication and then explain how cultural pluralism can help curb such attitudes. **(25 MARKS)**

### **QUESTION 3**

Explain what a communication barrier is, and then discuss how managers can overcome such barriers in the organization. **(25 MARKS)**

### **QUESTION 4**

Describe why the secretary has to keep up to date minutes at all times, and then discuss the contents of an agenda. **(25 MARKS)**

### **QUESTION 5**

- a) What is a report and why is it important in the organization? **(15 MARKS)**
- b) Distinguish a requested proposal from a non requested proposal. **(10 MARKS)**