

# **UNIVERSITY OF SWAZILAND FACULTY OF COMMERCE**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**MAIN EXAMINATION 2010**

**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 SECTIONS (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**

The Chinese style of communications is generally indirect. Chinese show a remarkable resistance to counterfactual thinking. Telling someone what they should have done is a less effective form of communication than simply telling the person what they must do in detail. Chinese may talk around the point and hedge their speech with softening modifiers, such as maybe or perhaps, because they must protect their social face and respect social roles (e.g., manager, subordinate).

The Chinese will lose social face if they fail to understand what is being asked or cannot do what is requested. The Chinese are also concerned about protecting the asking person's face. Therefore, by being vague, Chinese businesspeople save face and can continue to build and maintain relationships. For example, when the Chinese say "Let me look into this further," it is simply a way to avoid a direct no. Many Americans find that Chinese partners apparently agree to certain terms or conditions but then fail to follow through.

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Adapted from: Slocum J.W. et al. 2008. Competency Based Management. pp 450- 451.

**QUESTION 1**

- a) Using cultural context, explain why Americans have problems communicating with their Chinese partners. **(20 MARKS)**
  
- b) How would you improve oral communication with Chinese people? **(15 MARKS)**
  
- c) Explain how cultural pluralism can help Chinese and Americans communicate better. **(15 MARKS)**

## **SECTION B**

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

### **QUESTION 2**

- a) Compare the strengths and weaknesses of written and electronic communication  
(15 MARKS)
- b) Discuss the role of blogging in business communication today. (10MARKS)

### **QUESTION 3**

Write a memorandum to Mr. Nyawolwendlovu explaining the importance of an introduction in oral presentation and the different methods he could use to deliver his speech. (25 MARKS)

### **QUESTION 4**

Explain why the secretary has to keep proper and up to date minutes at all times, and then discuss how you would conduct a meeting as the chairperson. (25 MARKS)

### **QUESTION 5**

- a) Describe the purpose of application letters and then explain how to apply the AIDA model to them. (10 MARKS)
- b) Write a letter declining a job offer after having attended several job interviews. (15 MARKS)