

UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION 2011

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 LETTER AND ANSWER THE QUESTIONS BELOW****TINTSABA EVENT & CATERING COMPANY**

Lukhalo Street

Manzini M202

Tel: (268) 434343 Fax:(268) 434344

30 April 2011

Mrs N. Tinwele
The Sales Manager
Ukudla Wholesalers Ltd
Mandlenkhosi Street
Mbabane
H102

Dear Mrs Tinwele

ENQUIRY ABOUT BULK SUPPLIES OF RICE

Thank you for your prompt reply to my telephone call today. I confirm that we are interested in buying bulk supplies of rice from you. However, before I start detailed negotiations, please give me the following specific information.

1. We need about 20 kg of rice a week. Can you guarantee such a supply of rice for the next year?
2. How soon can you deliver after the date of our order?
3. What type of packaging do you use?
4. What discount will you offer for cash?

Please let me have your answers in the next ten days so that we can start detailed negotiations.

Yours sincerely

Mr N. Nyawolwendlovu
Catering Manager

QUESTION 1

- a) Identify the five goals one must aim for when delivering negative messages.

(20 MARKS)

- b) Respond to the letter by writing a letter refusing the request.

(30 MARKS)

SECTION B

ANSWER ANY TWO (2) QUESTIONS FROM THIS SECTION

QUESTION 2

- a) Explain how wiki technology can help teams collaborate. (10 MARKS)
- b) Define ethnocentrism and stereotyping, and then give suggestions for overcoming these limiting mindsets. (15 MARKS)

QUESTION 3

Discuss the importance of nonverbal communication, and then describe the different categories of non-verbal expression. (25 MARKS)

QUESTION 4

- a) Describe the difference between informational reports and analytical reports. (15 MARKS)
- b) Identify the circumstances in which you should include letters of authorization and letters of acceptance in your report. (10 MARKS)

QUESTION 5

Discuss the different types of introductions in public speaking and then describe the different methods that can be used to deliver a speech. (25 MARKS)