

# **UNIVERSITY OF SWAZILAND**

## **FACULTY OF COMMERCE**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**SUPPLEMENTARY 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 SCENARIO AND ANSWER THE QUESTIONS BELOW**

Musa had searched for a job as a management trainee for the last three months since his graduation from a business administration program in the university. He had been interviewed for three positions but had received no job offers. He was beginning to feel desperate and decided that he had to do something to improve his chances for hiring. He had worked part time as a pizza delivery person while going to school but was fired from that position when he wrecked the delivery vehicle and was charged with reckless driving. He had included this position on his resume. When asked in the interview about his reason for leaving the position, he just said that he left because the pay was insufficient and that his supervisor was prejudiced against him because of his age—he was only 17 at the time.

**QUESTION 1**

- a) Is there any part of the above scenario that raises an ethical question? If so, what is it and what is the concern? **(15 MARKS)**
- b) Explain whether you believe this experience item on his resume could be a reason for Musa's lack of job offers. If so, should he remove it from his resume or take a different action? **(15 MARKS)**
- c) What advice would you give Musa that might eliminate any ethical concerns and improve his chances for a job offer? **(20 MARKS)**

## **SECTION B**

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

### **QUESTION 2**

Discuss the duties of the secretary before, during and after the meeting. (25 MARKS)

### **QUESTION 3**

- a) Explain what the grapevine is, and then discuss its importance to the organisation. (10 MARKS)
- b) Define culture and then explain why it is important in business communication. (15 MARKS)

### **QUESTION 4**

Describe the importance of goodwill messages and explain how to make them effective. (25 MARKS)

### **QUESTION 5**

Discuss the six tasks you need to complete to prepare for a successful job interview. (25 MARKS)