

UNIVERSITY OF SWAZILAND

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION 2012

FULL-TIME AND I.D.E.

TITLE OF PAPER : BUSINESS COMMUNICATION

COURSE : BA212/BA312

DEGREE AND YEAR :BCOM2/DIPCOM 3

TIME ALLOWED :THREE (3) HOURS

INSTRUCTIONS:

- 1. THIS PAPER CONSISTS OF SECTIONS (A) AND (B)**
- 2. SECTION (A) IS COMPULSORY**
- 3. ANSWER ANY THREE (3) 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 recently reported allegations levelled against the CEO of the Wholesale and Retail Sector Education and Training Authority (SETA) has all the components of allegations relating to trumpeted qualifications and fraudulent CVs.

In the arbitration of Mukhtar Mohammed Sheik and the Department of Housing, it was alleged that the applicant had misrepresented his qualifications and misled his employer. Examples of the misrepresentation included inflated symbols for his matric examinations. It was alleged that he stated on his CV that he studied at the ML Sultan Technikon in February 1990 without writing examinations.

He was dismissed on the grounds that he could no longer be trusted, after the applicant had admitted that his CV contained incorrect information. The applicant stated that the CV had been completed and forwarded to the respondent before he had time to proofread it.

The arbitration award stated, *inter alia*, that in *Hoch v Mustek Electronics*, the court upheld the dismissal of the employee who had misrepresented her qualifications to the employer when applying for a job some seven years earlier. The dismissal of the applicant was found to have been substantively fair. Of particular interest in this case was the fact that the court found that, even though the employee was seven years standing and the qualification in question was irrelevant to her position at that time of her dismissal, the company was justified in deeming her dishonesty so serious as to have irreparably damaged the trust relationship.

In *Hedley Raff v Tomen Corporation*, the respondent established during the probation period that the applicant's CV was inaccurate. It was established that the applicant had been dismissed from his previous employer for poor work performance and not, as he alleged, because of difference of opinion. The applicant was subsequently dismissed for dishonesty.

QUESTION 1

- a) Write a short report describing the ethical issues in the above mentioned incidents.
(20 MARKS)
- b) Discuss other ethical issues in business communication not mentioned in the case.
(20 MARKS)

SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

Discuss with examples the following elements of body language: **(20 MARKS)**

- a) Posture
- b) Paralanguage
- c) Chronemics
- d) Facial expressions

QUESTION 3

Explain and discuss the duties of the following before, during and after a formal meeting:

- a) Chairperson **(10 MARKS)**
- b) Secretary **(10 MARKS)**

QUESTION 4

- a) Write a formally structured letter of complaint concerning a product you have purchased which is faulty. **(12 MARKS)**
- b) Discuss how the seller of the product should respond to your complaint. **(8 MARKS)**

QUESTION 5

Discuss how meeting technologies have revolutionized business communication? **(20 MARKS)**