

UNIVERSITY OF SWAZILAND

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION 2013

FULL-TIME AND I.D.E.

TITLE OF PAPER : BUSINESS COMMUNICATION

COURSE : BA212/IDEBA312

DEGREE AND YEAR :BCOM2/IDEDIPCOM 4

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 LETTER AND ANSWER THE QUESTIONS BELOW**

P.O. Box 20
Beverly Hills
Mbabane Swaziland

Pick n Pay
P.O. Box 0001
Mbabane Swaziland
H100

I head that you have an opening for a credit manager, and I wish to apply for it. I have just graduated from the university as you can see on my resuma. Being hired for this job will be a big boost to my career goal of management in retail merchandising.

I am the first person in my family to complete a BCOM degree; and now that I have finished my education, I want to give something back to my family by getting a good job with a company like yours. I worked part time while attending school, so I have work experience at food stores, department stores, ect. I am a hard worker; I grew up on the farm and could drive any kind of machinery.

I always got along with my teachers, coworkers, and supervisors, with the exception of one person; no one could get along with her. I am easygoing and like people, so I think that I could be successful working with people in a retail store.

Let me hear from you if you think that I could fill your position. If not, please keep my application on file for the first available job that you have that matches my education and experience. I want to work for your company.

Sincerely,

Dololwengwe Madlebelamakhulu

QUESTION 1

- a) Identify the problems with the job application letter written by Dololwengwe. **(20 MARKS)**
- b) Rewrite the letter in the appropriate way. **(20 MARKS)**

SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

- a) Describe recent technology trends and their effects on business communication. **(10 MARKS)**
- b) Discuss how web-assisted technologies can help teams to be more effective. **(10 MARKS)**

QUESTION 3

Identify the different types of nonverbal messages and discuss their impact on the communication process. **(20 MARKS)**

QUESTION 4

Write a memo to Nolwazi explaining the steps in preparing for a speech and the different methods you can use to deliver your speech. **(20 MARKS)**

QUESTION 5

Explain the differences between the direct and indirect approaches to negative messages, including when it's appropriate to use each one. **(20 MARKS)**