

UNIVERSITY OF SWAZILAND FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

SUPPLEMENTARY EXAMINATION 2013

FULL-TIME AND I.D.E.

TITLE OF PAPER : BUSINESS COMMUNICATION

COURSE : BA212/IDEBA312

DEGREE AND YEAR : BCOM2/IDEDIPCOM 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 Chinese style of communication is generally indirect. Chinese show a remarkable resistance to counterfactual thinking. Telling someone what they should have done is 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 of 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 fail to follow through.

Adapted from: Slocum J.W. et al. 2008. *Competency Based Management*. Pp450-451

QUESTION 1

- a) Using cultural context, explain why Americans have problems with their Chinese partners. **(20 MARKS)**

- b) How would you improve oral communication with Chinese people? **(10 MARKS)**

- c) Explain how cultural pluralism can help Chinese and Americans communicate better. **(10 MARKS)**

SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

- a) Describe the formal channels of communication and their importance to the organization. (10 MARKS)
- b) Explain how managers can use the grapevine to their advantage. (10 MARKS)

QUESTION 3

Describe why the secretary has to keep up to date minutes at all times, and then discuss the contents of an agenda. (20 MARKS)

QUESTION 4

Discuss the factors that may cause group conflict, giving examples. (20 MARKS)

QUESTION 5

- a) Explain the purpose of a job application letter and that of a resume. (8 MARKS)
- b) Discuss the six tasks you need to complete to prepare for a successful job interview. (12 MARKS)