

UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
MAIN EXAMINATION 2014
FULL-TIME AND I.D.E.

TITLE OF PAPER : BUSINESS COMMUNICATION
COURSE : BA212/BA312
DEGREE AND YEAR : BCOM2/DIPCOM 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]

Reorder the following items to reflect the agenda of a meeting. (20 MARKS)

Venue: Conference Room 3

Adjournment

Call to Order

Treasurer's Reports

- A. Treasurer's Report on Cost Overruns
- B. Treasurer's Report on Quarterly Revenues and Expenses

New Business

- A. Discussion of Cost Overrun Issues
- B. Discussion of Additional Quarterly Budget Issues
- C. Presentation of Divisional Budget

Budget Committee Meeting

Apologies

Announcements

AGENDA

Approval of Minutes from Previous Meeting

December 12, 2013

Time 9:30 a.m.

QUESTION 1

- a) Describe the duties of the chairperson before the meeting. (10 MARKS)

- b) As the leader of a new task force, you notice that one of your team members remains silent during meetings. What should you do? (10 MARKS)

SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

When planning an oral presentation, what does it mean to "analyze the situation"?
Briefly explain each of the tasks involved. (20 MARKS)

QUESTION 3

Despite the advantages of electronic media, the growth of electronic communication options has caused great frustration for many audiences. Discuss. (20 MARKS)

QUESTION 4

Write a short report to Sozinyama describing the three methods for organizing a résumé along with the advantages and disadvantages of each one. (20 MARKS)

QUESTION 5

You are in the Marketing and Sales division of your company. You have received a letter of complaint about deliveries of certain goods. The writer has complaint that:

- a) She ordered the good on 10 April and they were delivered ten days later.
This delay has caused her great inconvenience.
- b) The goods delivered were not exactly what was ordered.
- c) Some of the goods were damaged.

Write a suitable letter of adjustment. (20 MARKS)