

UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
SUPPLEMENTARY EXAMINATION 2014
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**

Olga was busy preparing a speech that she had to deliver to her class in Public Speaking. She had noticed that many of her classmates stood out in the halls and smoked before going into class. She herself was against smoking because her brother suffered from severe asthma. One of the causes of his asthma attacks was inconsiderate smoking by other people. Sometimes the attacks were so severe that he had to be hospitalised.

Olga initially wanted to persuade her classmates to stop smoking, but soon came to the conclusion that it was unlikely that she would succeed in one short speech. They knew the facts about smoking, for example the link between smoking and lung cancer. Their smoking was a free choice made with an awareness of the consequences. So she decided to make them see that smoking does not only have personal consequences. They probably had not thought about how their smoking affected other people, especially those with health problems. Instead of trying to persuade them to give up smoking, she decided to try and make them more considerate about where and when they smoked. She decided that this approach was more realistic under the circumstances, and wrote down her specific purpose as: *I want my audience to consider how their smoking affects other people.* From this specific purpose, she arrived at a central idea with three main points: *three groups of people who are affected by the smoking of others are children, the sick and the elderly.* Olga was now ready to look for supporting material for her main points. She decided that her listeners would be able to identify with real examples. So she spoke to her brother and to an elderly neighbour to get their opinion about inconsiderate smoking. But she realised that, in order to be persuasive, she would also need some testimony from expert sources. She interviewed her family doctor and looked at the periodical literature in the library for articles on the effects of smoking on the three groups: children, the sick and the elderly. In these sources she found definitions, examples and testimony, as well as descriptions of health problems with which she thought her audience could identify. Olga made notes of all the information she obtained so that she would easily find the information again when she carried on with the next stage of her speech preparation.

QUESTION 1

a) Write a memo to Olga explaining the stages of speech making. (20 MARKS)

b) Discuss the different ways Olga can organize her material and then choose the most appropriate one for her topic. (20 MARKS)

SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

Describe five strategies for overcoming communication barriers, and briefly explain what each one of these strategies requires. **(20 MARKS)**

QUESTION 3

Discuss the factors to be considered when choosing a medium for business messages. **(20 MARKS)**

QUESTION 4

Differentiate among the four primary types of listening. Give practical examples for each. **(20 MARKS)**

QUESTION 5

- a) Explain the importance of networking as part of your career search, and describe how to go about finding helpful networks. **(8 MARKS)**
- b) Describe each of the stages in a typical sequence of interviews. **(12 MARKS)**