

UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION 2015

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**

SECTION A [COMPULSORY]**READ THE FOLLOWING LETTER AND ANSWER THE QUESTIONS BELOW**

March 30, 2015

Ms Lukhalolwenyosi Manyovu

P.O. Box 15

Luju Mbabane

Dear Ms Manyovu

I apologize for the inconvenience. Sometimes mistakes happen, and delivery cannot be made on time, but we will do all we can to make corrections and keep your business.

Your original order and your money order were misplaced, and company policy did not allow us to fill the order until the money was received. This is the reason for the shipment delay. We will, however, ship the shift plate, gauge plate rings, and auto wood shifter tomorrow because we found your original order and the money order. The other items have to be special ordered from the manufacturer and will not arrive until April 30. The remaining items will be five days late because we do not keep these items in stock. A special order usually takes from three to six weeks.

Again, I apologize for the delay. If your credit card had worked for the online order, this late shipment could have been avoided. Using postal mail to transmit a money order slowed down receipt of the original order. Perhaps you should check with your credit card company to see what problem may have developed.

If you have concerns about the action taken to solve this problem, don't hesitate to contact me. We know how important a sixteenth birthday is.

Cordially,



Mehlomamba Mthimkhulu

Distribution Manager

QUESTION 1

- a) Write a memo to Mehlomamba specifying the problems with the letter he has written. (20 MARKS)
- b) Rewrite the letter in the appropriate way. (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) Kinesics
- b) Paralanguage
- c) Chronemics
- d) Proxemics

QUESTION 3

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

QUESTION 4

Discuss with examples, the negative cultural attitudes that exist in intercultural communication and then explain how cultural pluralism can help curb such attitudes. (20 MARKS)

QUESTION 5

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