

UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS
ADMINISTRATION

SUPPLEMENTARY EXAMINATION 2015

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 SCENARIO AND ANSWER THE QUESTIONS BELOW**

Musa had searched for a job as a management trainee for the last three months since his graduation from a business administration program in the university. He had been interviewed for three positions but had received no job offers. He was beginning to feel desperate and decided that he had to do something to improve his chances for hiring. He had worked part time as a pizza delivery person while going to school but was fired from that position when he wrecked the delivery vehicle and was charged with reckless driving. He had included this position on his resume. When asked in the interview about his reason for leaving the position, he just said that he left because the pay was insufficient and that his supervisor was prejudiced against him because of his age—he was only 17 at the time.

QUESTION 1

- a) Is there any part of the above scenario that raises an ethical question? If so, what is it and what is the concern? **(10 MARKS)**
- b) Explain whether you believe this experience item on his resume could be a reason for Musa's lack of job offers. If so, should he remove it from his resume or take a different action? **(10 MARKS)**
- c) What advice would you give Musa that might eliminate any ethical concerns and improve his chances for a job offer? **(20 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. **(12 MARKS)**
- b) Explain how managers can use the grapevine to their advantage. **(8 MARKS)**

QUESTION 3

Discuss the different types of group conflict and the various techniques you can use to manage them. **(20 MARKS)**

QUESTION 4

Describe the listening process, and explain how listeners can overcome barriers at each stage of the process. **(20 MARKS)**

QUESTION 5

Discuss how meeting technologies have revolutionized business communication? **(20 MARKS)**