

UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION

SUPPLEMENTARY EXAMINATION 2016

FULL-TIME AND I.D.E.

TITLE OF PAPER : BUSINESS COMMUNICATION

COURSE : BA212/BA312

DEGREE AND YEAR : BCOM2/DIPCOM4

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****Inter-City Manufacturing, Inc.**

The president of Inter-City Manufacturing Inc., Rich Langston, wanted to facilitate upward communication. He believed an open-door policy was a good place to start. He announced that his own door was open to all employees and encouraged senior managers to do the same. He felt this would give him a way to get early warning signals that would not be filtered or redirected through the formal chain of command. Langston found that many employees who used the open-door policy had been with the company for years and were comfortable talking to the president. Sometimes messages came through about inadequate policies and procedures. Langston would raise these issues and explain any changes at the next meeting of senior managers.

The most difficult complaints to handle were those from people who were not getting along with their bosses. One employee, Leroy, complained bitterly that his manager had overcommitted the department and put everyone under too much pressure. Leroy argued that long hours and low morale were major problems. But he would not allow Rich Langston to bring the manager into the discussion nor to seek out other employees to confirm the complaint. Although Langston suspected that Leroy might be right, he could not let the matter sit and blurted out, "Have you considered leaving the company?" This made Leroy realize that a meeting with his immediate boss was unavoidable.

Before the three-party meeting, Langston contacted Leroy's manager and explained what was going on. He insisted that the manager come to the meeting willing to listen and without hostility toward Leroy. During the meeting, Leroy's manager listened actively and displayed no ill will. He learned the problem from Leroy's perspective and realized he was over his head in his new job. After the meeting, the manager said he was relieved. He had been promoted into the job from a technical position just a few months earlier and had no management or planning experience. He welcomed Rich Langston's offer to help him do a better job of planning.

SOURCE: Based on Everett T. Suters, "Hazards of an Open-Door Policy," *Inc.*, January 1987, pp. 99-102.

QUESTION 1

- a) Identify the types of communication in the organization and discuss why they are important. (20 MARKS)
- b) Write a memo to the manager Rich Langston explaining how the open door policy will benefit the organization. (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

- a) Discuss with examples, the negative cultural attitudes that exist in intercultural communication. **(10 MARKS)**
- b) Explain how cultural pluralism can help curb such attitudes. **(10 MARKS)**

QUESTION 4

You've been asked to give a presentation on cybercrime. Describe the four steps involved in planning an oral presentation. **(20 MARKS)**

QUESTION 5

- a) Using a company of your choice, outline the essential elements of minutes of meetings. **(10 MARKS)**
- b) Explain what a communication barrier is, and discuss how managers can overcome such barriers in the organization. **(10 MARKS)**