

UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION 2016

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]**READ THE FOLLOWING CASE AND ANSWER THE QUESTIONS BELOW****THE INTERVIEW**

Nomsu Motsepe had been interviewing job applicants for the trainee manager position since 8.30 am. It was now 4 pm and she was looking forward to a short break before the final interview of the day. She checked her schedule - Gavin Stephens, 4.30 pm. She decided to have coffee sent in to her office, as she didn't have time to go to the canteen.

Unfortunately, Gavin, who had lost his way, was 20 minutes late. As a result the interview began with Nomsu's feeling irritable and Gavin flustered.

Nomsu: Good afternoon, Mr Stephens. Take a seat.

Gavin: Thanks Mrs er Ms Mots . . . er

Nomsu: MOTSEPE. Right. Let's get started straight away. What made you apply for this particular job, Mr Stephens?

Gavin shuffled in his seat and Nomsu noticed that he kept adjusting his tie.

Gavin: Sorry, I'm a bit hot after running here. Phew! Um . . . well I've done a management course at Tech and I . . . this ad. said it was for a trainee manager.

Nomsu: I see. Do you know anything about ABC Ltd?

Gavin: Ja, don't you make toys and that sort of stuff?

Nomsu: You could put it that way. Mr Stephens, we're looking for someone who can think creatively — do you have any hobbies or activities that are creative at all?

Gavin: Um, not really. I surf in the summer . . . But I enjoy working with people.

Nomsu: Can you give me any examples?

Gavin: What d'you mean?

Nomsu: Well, have you worked in a team, or perhaps organized a surfing competition?

Gavin looked around the room for a few seconds. His gaze settled on Nomsu's coffee cup.

Gavin: I must have — I just can't remember now. Um . . . I led a group of scouts on a two-day hike. Oh yes! I was a member of the Debating Society at school. That can be pretty creative!

Nomsu: Right. Mr Stephens, we are hoping to fill this position by the end of October. Would you be available then?

Gavin: Yes. I can't wait to stop delivering pizzas.

Nomsu: Hmm. Well, I think that's it. Is there anything you'd like to ask me about the firm, or the position?

Gavin: Er . . . is there a bar on the premises? I wouldn't mind something cool to drink.

Unfortunately, Nomsu did not find Gavin's attempted joke funny.

Nomsu: Right. If that's all . . .

Nomsu rose briskly and extended her hand, which Gavin shook firmly.

Gavin: Thanks. Sorry I was late. Goodbye Mrs Motsepe.

Gavin left hurriedly, leaving Nomsu nursing her crushed hand.

Source: Michael Fielding, *Effective Communication in Organizations* 2004

QUESTION 1

- a) Explain how Gavin should have prepared for the interview. (20 MARKS)
- b) Write a memo to Mrs Motsepe explaining how she should have conducted the interview? (20MARKS)

SECTION B**ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION****QUESTION 2**

- a) Describe the different roles nonverbal communication plays in communication. (12 MARKS)
- b) Differentiate among the four primary types of listening. (8 MARKS)

QUESTION 3

Explain and discuss the duties of the following before, during and after a formal meeting:

- a) Chairperson (10 MARKS)
- b) Secretary (10 MARKS)

QUESTION 4

You are the customer service manager of your organization. You have received a letter of complaint about deliveries of certain goods from a customer. The writer has complained that:

- She ordered the goods on 15 April 2006 and they were delivered ten days later. This delay has caused her great inconvenience.
- The goods delivered were not exactly what was ordered.
- Some of the goods were damaged.

Write a letter granting the adjustment, bearing in mind that you have to keep this customer's goodwill. (20 MARKS)

QUESTION 5

Discuss the different types of meeting technologies that make it easy for virtual teams to interact. (20 MARKS)