

UNIVERSITY OF SWAZILAND**FACULTY OF COMMERCE****DEPARTMENT OF BUSINESS ADMINISTRATION****SECOND SEMESTER MAIN EXAMINATION 2018****FULL-TIME AND I.D.E.**

TITLE OF PAPER : BUSINESS COMMUNICATION

COURSE : BUS202/BA212/BA312

DEGREE AND YEAR : BCOM2/BCOM3

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

EMPLOYMENT INTERVIEW OF SIKHEHLE MANYOVU

Mr. Sikhehle Manyovu has just graduated with a Bachelors' Degree in Management. He is being interviewed for the position of Management Trainee at a reputed company. The selection committee's is chaired by a lady General Manager. Mr. Manyovu's interview was as follows:

Committee: Good morning!

Mr. Manyovu: Good morning to Sirs and Madam!

Chairperson: Please, sit down.

Mr. Manyovu: Thank you (sits down at the edge of the chair, keeps his portfolio on the table).

Chairperson: You are Mr. Sikhehle Manyovu.

Manyovu: Yes, Madam. This is how I am called

Chairperson: You have passed you Bachelors' Degree with Second class First Division.

Manyovu: Yes, Madam.

Chairperson: Why do you want to work in our organization?

Manyovu: Because it has good reputation.

Member A: This job is considered to be quite stressful. Do you think you can manage the stress involved?

Manyovu: I think there is too much talk about stress these days. Sir, would you tell clearly what you mean by stress? I am very strong for any stress.

Member B: What are your strengths?

Manyovu: Sir, who am I to talk boastfully about my strengths. You should tell me

my strengths.

Member C: What are your weaknesses?

Manyovu: I become angry very fast.

Member A: Do you want to ask us any questions?

Manyovu: Yes Sir! What are the future chances for one who starts as a management trainee?

The member tells M. Manyovu the typical career path for those starting as Management Trainee. The Chairperson thanks Mr. Manyovu. Mr. Manyovu promptly says in reply, "you are welcome," and comes out.

QUESTION 1

- a) Do you find Mr. Manyovu's responses to the various questions effective? Give reasons for your answer on each answer given by explaining how Mr. Manyovu should have responded to the above questions in a job interview. (20 MARKS)
- b) Discuss how Mr Manyovu should have prepared for the job interview. (20 MARKS)

SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

Aside from technology, a variety of factors can impact upon the communication of information within the organization. Discuss the potential impact of organizational barriers and individual barriers upon the free flow of information within the organization. (20 MARKS)

QUESTION 3

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 2018 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 4

Nolwazi has been asked to give a presentation on gender based violence. She is aware that there are four steps involved in planning an oral presentation but needs more clarity on the first step. Write a memo to Nolwazi describing the first step in preparing for an oral presentation and what it involves. (20 MARKS)

QUESTION 5

Although technology is intended to enhance virtually every aspect of business communication, it can sometimes impede communication, particularly if not used intelligently. Discuss. (20 MARKS)