

UNIVERSITY OF ESWATINI
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
MAIN EXAMINATION PAPER
MAY 2019

TITLE OF PAPER : BUSINESS COMMUNICATIONS
COURSE CODE : BUS 202 / BA 212
TIME ALLOWED : THREE (3) HOURS

INSTRUCTIONS:

1. THIS PAPER CONSIST OF TWO SECTIONS A AND B
2. SECTION A IS COMPULSORY
3. ANSWER ANY TWO (2) QUESTIONS IN SECTION B

NOTE:

**MARKS WILL BE AWARDED FOR GOOD COMMUNICATION
IN ENGLISH, AND FOR ORDERLY AND NEAT
PRESENTATION OF WORK. FURTHER MARKS WILL BE
AWARDED FOR USE OF RELEVANT EXAMPLES.**

SPECIAL REQUIREMENTS: NONE

**THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION TO DO
SO HAS BEEN GRANTED BY THE INVIGILATOR.**

SECTION A [COMPULSORY]

READ THE FOLLOWING CASE AND ANSWER THE QUESTIONS BELOW

The Chinese style of communication is generally indirect. Chinese shows a remarkable resistance to counterfactual thinking. Telling someone what they should have done is a less effective way of communication than simply telling the person what they must do in detail. Chinese may talk around the point and hedge their speech with softening modifiers, such as may be or perhaps, because they must protect their social face and respect social roles (e.g. Manager, Subordinate).

Chinese will lose social face if they fail to understand what is being asked or cannot do what is requested. The Chinese are also concerned about protecting the asking person's face. Therefore, by being vague, Chinese business people save face and can continue to build and maintain relationships. For example, when the Chinese say "Let look into this further," it is simply a way to avoid a direct no.

Many Americans find that Chinese partners apparently agree to certain terms or conditions but then fail to follow through.

Question 1

- a) Using cultural content, explain why Americans have problems communicating with Chinese partners? [20 marks]
- b) How would you improve oral communication with Chinese people? [15 marks]
- c) Explain how cultural pluralism can help Chinese and Americans communicate better. [15 marks]

SECTION B

Question 2

- a) What is communication in Business?
- b) Explain as clear as possible various barriers to effective communication in an organisation?
- c) Identify the antidotes to these barriers for proper communication among members of an organisation. [25 marks]

Question 3

- a) What is “AIDA” concept and what is its relevance to would be employee of an organisation?
- b) Give a comprehensive appraisal of a good resume? [25 marks]

Question 4

- a) Define group structure.
- b) Discuss fully the basic characteristics of group structure. [25 marks]

Question 5

- a) Explain as clear as possible, the communication process.
- b) With good examples discuss various types of communication in an organisation. [25 marks]