

**UNIVERSITY OF ESWATINI**  
**FACULTY OF COMMERCE**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**RE-SIT EXAMINATION PAPER**  
**JUNE/JULY 2019**

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

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**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 question below

Mrs Ndlovu, the manager, noticed that Mr Stevens, a new employee, was late for work. This was not the first time she had noticed this so she called him into her office. Mrs Ndlovu sat behind her desk but did not invite Mr Stevens to sit. Immediately she began Stevens that began late for work was wrong and that she did not like people who were late more than once.

When Mr Stevens tried to say something, Mrs Ndlovu held up her hand and said she had not finished yet. She said it was a pity that Mr Stevens had begun as badly as this would show on his record and would affect his performance appraisal. Again, Mr Steven tried to speak, but Mrs Ndlovu interrupted him.

She said that she wanted no excuses and hoped that Mr Stevens was not going to deny that he had been late several times. Mr Stevens hung his head and nodded while Mrs Ndlovu gave a speech on company values and being punctual. She ended by saying that she would put up with sloppy behaviour from junior staff.

### Question 1

- a) Write a report on the above case, identifying the problem and recommending a solution? [20 marks]
- b) Identify the different types of listening and state which one Mrs Ndlovu should have engaged in. [20 marks]
- c) What are the purposes of speaking that Mr Steven can be identified with? [10 marks]

## SECTION B

### Question 2

- a) Describe the purpose of application letters and explain how to apply the “AIDA” model to application letters.
- b) Prepare a letter declining a job offer after having attended several job interviews. [25 marks]

### Question 3

- a) Discuss the different types of conflicts.
- b) Explain the various techniques that can be used to manage the conflicts. [25 marks]

### Question 4

- a) With the aid of a diagram, explain the communication process.
- b) Explain in full the types of communication methods. [25 marks]

### Question 5

- a) What is ethics in business communication?
- b) Discuss ethics issues as they affect organisations performance? [25 marks]