

UNIVERSITY OF ESWATINI
DEPARTMENT OF ADULT EDUCATION
DIPLOMA IN ADULT EDUCATION YEAR 11
MAIN EXAMINATION PAPER – NOVEMBER, 2019

**TITLE OF PAPER : BUSINESS COMMUNICATION IN
ADULT EDUCATION**

COURSE CODE : AED211

TIME ALLOWED : THREE (3) HOURS

**INSTRUCTIONS : ANSWER QUESTION ONE AND ANY
OTHER TWO QUESTIONS**

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS
BEEN GRANTED BY THE INVIGILATOR**

ANSWER QUESTION ONE AND ANY OTHER TWO (2) QUESTIONS

QUESTION 1 [COMPULSORY]

As the sales manager of ABC Electronic Equipment Company, you have recently received a number of complaints from your customers about the way they have been treated. Some of them have not been served for more than half an hour. Most of the complaints took place during lunch hour which is ABC's peak time for business. This has been brought to your boss, Mr Dumisani Dlamini, the General Manager's attention.

REQUIRED:

You are told to write a memo to all the sales staff instructing them how they should deal with visitors and customers who visit the company. They should take shifts for lunch and maintain at least a certain number of staff at all times. They should also come to work on time and any lateness will be subject to disciplinary action. They also need to clean up their own area of work before they leave work for the day.

[50 marks]

QUESTION 2

- a) Define oral communication and indicate any two (2) types of oral communication (5)
- b) There are different speaking styles that can be used in various situations in a business setting. Identify and explain at least four (4) of these styles, indicate when each can be used (20)

[25 marks]

QUESTION 3

Identify and discuss at least five (5) things an encoder of the message should consider when choosing the right medium/method for communication in a business setting and why this is important for the encoder also indicate one appropriate medium to use for each element identified (25)

[25 marks]

QUESTION 4

- a) Define written communication in the context of business communication (5)
- b) Being tactful in business communication is one of the important characteristics. With the aid of relevant examples, discuss how you can show your tactfulness in your writing to your clients (20)

[25 marks]

END OF EXAM