

UNIVERSITY OF ESWATINI
DEPARTMENT OF ADULT EDUCATION
DIPLOMA IN ADULT EDUCATION YEAR 11
RE-SIT EXAMINATION PAPER – JANUARY, 2020

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

COURSE CODE : **AED211**

TIME ALLOWED : **THREE (3) HOURS**

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

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

ANSWER QUESTION ONE AND ANY TWO (2) QUESTIONS

QUESTION 1 [COMPULSORY]

READ THE FOLLOWING CASE AND ANSWER THE QUESTIONS BELOW

THE INTERVIEW

Nomsa 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 Nomsa's feeling annoyed and Gavin confused.

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

Gavin: Thanks Mrs. Er... Ms. Mots....er

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

Gavin shuffled in his seat and Nomsa 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 Ithis ad. said it was for a trainee manager.

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

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

Nomsa: 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.

Nomsa: Can you give me any examples?

Gavin: What d'you mean?

Nomsa: 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 Nomsa'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!

Nomsa: 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.

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

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

Unfortunately Nomsa did not find Gavin's attempted joke funny.

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

Nomsa rose briskly and extended her hand, which Gavin shook too hard.

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

Gavin left hurriedly, leaving Nomsa nursing her crushed hand.

Source: Michael Fielding. Effecting communication in organizations 2004

QUESTIONS

- a) What factors led to a poor start to the interview (5)
- b) Outline the non-verbal behaviours of Gavin Stephens during the interview and then discuss the messages communicated by such behaviour (20)
- c) Explain how Gavin should have prepared for the interview (15)
- d) How should have Mrs. Motsepe conducted the interview (10)

[50 marks]

QUESTION 2

- a) What is public speaking (5)
- b) Business owners are sometimes called upon to address employees in the office or a group of customers when making sales presentations. They do this by using different methods of delivery. Identify and discuss any four (4) modes of delivery you have learnt in your course that can be used in public presentations (20)

[25 marks]

QUESTION 3

- a) With the aid of examples, identify and discuss three (3) types of reports you have learnt in your course (15)
- b) Proposals are said to have a statement of need. Briefly describe what a statement of need is and how it should be written (10)

[25 marks]

QUESTION 4

- a) Organising content is an important step to consider when preparing for a presentation. Discuss what things to consider when preparing your presentation in the following structure that will exhibit a well-organized presentation;
- i. Introduction (5)
 - ii. Body (5)
 - iii. Conclusion (5)
- b) Explain why presenters use visual aids when making presentations (10)

END OF EXAM