



Botswana Open
University

Diploma
July- December

Sessional Examination
BC 111 Business Communications

BOTSWANA OPEN UNIVERSTITY

Diploma in Human Resources Management

Diploma in Business Management

BUSINESS COMMUNICATION

BC 111

SESSIONAL EXAMINATION

Marks – 100

TIME ALLOWED: 3 HOURS

Instructions to candidates:

1. The examination consists of Four sections: A, B, C and D.
2. Begin each answer to a new question on a new page.
3. Answer questions according to instructions given in each section.
4. Write answers in the answer booklet provided.
5. Write in grammatical English.



SECTION A- MULTIPLE CHOICE QUESTIONS [10 marks]

Answer ALL questions. Each question carries ONE (1) mark

Choose the best alternative that answers the question

1. _____ is the process by which the receiver interprets the symbols used by the source of the message by converting them into concepts and ideas.
 - A. Decoding
 - B. Listing
 - C. Encoding
 - D. None of the above

2. A plane flying overhead and interfering with your conversation is an example of _____ noise?
 - A. External
 - B. Physiological
 - C. Psychological
 - D. All of the above

3. Plagiarism refers to_____.
 - A. Illegal duplication of print and electronic work
 - B. Contriving data in survey and research projects
 - C. Making errors in paraphrasing or citations
 - D. Presenting ideas and expressions of others as your own without proper acknowledgement



4. Which of the following statements best describes the difference between Jargon and Slang?
 - A. Only people within a specific group can understand slang, but jargon is a universal language.
 - B. Slang can be a barrier of communication if not used appropriately, jargon cannot.
 - C. Jargon can be used to shun-out nonmembers from conversation, slang cannot
 - D. Jargon can be used in a formal setting but slang cannot

5. Which one of the following is a proper arrangement of phases of the writing process?
 - A. Pre-writing, drafting, editing, proofreading, revising, final paper
 - B. Final paper, revising, editing, proofreading, drafting, thesis
 - C. Prewriting, drafting, revision, editing, proofreading, final paper
 - D. Mind-mapping, prewriting, editing, final paper, proofreading, revising

6. What is grapevine in communication?
 - A. Rumors circulating within an organization
 - B. An informal way of communicating in an organization, characterized by rumors, gossip and unconfirmed statements.
 - C. Incontrollable gossiping, back-biting and sabotage among members of an organization
 - D. Cross cultural communication in an organization which often leads to gossip and conflicts

7. A full blocked lay out of business documents is usually_____.
 - A. Not punctuated
 - B. Punctuated
 - C. Bulleted and bolded
 - D. Punctuated and bulleted



8. In advertising the following system is used _____
- A. Attention, interest, desire, action
 - B. Allowance, interest, action
 - C. Define, desire, action, interest
 - D. Attention, detail, impress, attention
9. Minutes that require word for word recording are called _____
- A. Resolution minutes
 - B. Notice
 - C. Verbatim minutes
 - D. Narrative minutes
10. An apostrophe is used to indicate _____
- A. Possession/ownership
 - B. End of sentence ↗
 - C. A name
 - D. Qualities



SECTION B- TRUE OR FALSE

[15 MARKS]

Answer ALL questions. Each question carries ONE (1) mark

State whether each of the following statements is TRUE or FALSE

1. A person who squints his or her eyes and simultaneously wrinkles his or her nose may be indicating disagreement or be having difficulty understanding what is being said.
2. Visual codes does not include the categories of kinesics, proxemics, graphics, color, page layout, models, and objects and possessions
3. The intimate zone may be divided into two subzones: near-intimate and far-intimate.
4. The Johari window provides a link between intrapersonal communication and interpersonal communication. The window is divided into four panes or quadrants, which represent your four different selves.
5. Quadrant 4 in the Johari window is the hidden quadrant or hidden self and it contains all the information you know about yourself and about others- but you prefer not to disclose to someone else.
6. Communication networks are the structures created to send and receive messages between team members.
7. The negotiation process takes place to persuade a specific party to offer their resources to another party.
8. The time and date do not need to be recorded when a telephone message is taken down. It is the message that is all- important.
9. In précis writing the student is expected to reduce a given passage to a certain number of words. In doing this, the writer is expected to keep the information in the same order as the original message.
10. Important information is only of significance to the audience.
11. In determining the degree of accuracy required, you should consider both the audience and the subject matter.



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12. The act of putting your hand in the air in order to get turn to express yourself is known as Paralinguistic.
13. When oral messages are relayed from one source to another, distortion takes place.
14. Paraphrasing is a skill that cuts across all the various techniques of compressing text.
15. Negative is the type of feedback that keeps communication and its end result moving in the direction they are already heading



SECTION C- SHORT ANSWER QUESTIONS

[25 MARKS]

Answer ALL questions

1. Professionals are always identified by the way they talk, dress, walk and many other ways. Write short notes on the following: **(6 marks)**
 - a) Involuntary bodily functions
 - b) Acknowledgement of rank and status:
 - c) Dress code

2. You have been invited for an interview for the post of Public Relations Officer at Botswana Housing Corporation. Preparation is one important thing that you have to do for this interview. Outline the things you are going to consider: **(6 marks)**
 - a) Before the interview
 - b) During the interview
 - c) After the interview

3. Jargon, Slang and Plain English are 3 languages that people use to communicate every day. These languages are different from each other and they are associated with different groups of society. Through the use of examples, explain each of them so as to strike a difference between the trio. For each, give an example of a group that uses them. **(8 marks)**

4. Briefly explain why organizations attach considerable importance to continuous proper communication to both employees and customers. (Use examples to illustrate your answer). **(5 marks)**



SECTION D- ESSAY QUESTIONS

[50 MARKS]

Choose two questions and give detailed answers

Question 1

(25 marks)

Read the following extract and answer the questions that follow.

1. The success and failure of a business is determined by how well a company can communicate. There are various ways in which information can be shared among employees. Grapevine has long been singled as one of the ways information flows within organizations. However, a lot of Managers tend not to take it as that important. Researches have shown that grapevine gives employees a platform to freely pass information and build relationships as well. It is one way information can be successfully shared among peers within an organization. You are a professional Public Speaker and you have been asked to orientate Managers of Barclays Bank Botswana about Grapevine. Prepare a speech based on the following subtopics:

- a) Definition of grapevine
- b) Advantages of grapevine
- c) Disadvantages of grapevine
- d) Managing grapevine

(25 marks)



Question 2

(25 marks)

Read the following extract and answer the questions that follow.

You work for NBS International in Gaborone as a supplies Officer. Two months ago you ordered a number of items as shown on your order form below. The goods have not been delivered. The company needs these goods urgently and you are wondering what has happened to the order. You are under pressure from the General Manager, Dr. Gospel Aik. You decide to write to Albion Engineering and threaten them that you are going to cancel the order if the goods are not delivered in two days from the date of your letter. To speed up the process, you attached the following order with your letter.

NBS International Limited Mogoditshane Road P O Box 10578 GABORONE				
To: Messrs Albion Engineering Ltd Freedom Street P O box 7835			ORDER NO 23456	
Date: Today's				
Description	Qty	Cat No	Price Each	Total Price
Recycled fax rolls	4	B5932	P150- 00	P600-00



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4 boxes X 12 rolls 21 X 30m				
Recycled Economy bond 10 boxes X 2000 sheets 2110 X 297 mm 80g	10	B7739	P20-00	P200-00
Grand Total				P800-00

DELIVERY: Seven days from receipt of order

Signed.....

TASK

Write a letter of complaint to Albion Engineering (25 marks)



Question 3

(25 marks)

Read the following extract and then answer the question below.

You are the senior Accountant for the Water Utilities in Ramotswa. With the introduction of the new computer billing system, some of the customers' information is not correct as staff members are still familiarizing themselves with the new computer billing system. There have also been complaints from some customers that their water bills are unreasonably high since the introduction of the new system.

The manager of the Ramotswa Depot has asked you to investigate the problem and compile a report that the department can use to improve the situation. Some of the things you observed are:

- ✓ Long queues at the four payment counters.
- ✓ The two officers who went for training before the introduction of the new system work faster than the two who were not trained.
- ✓ The officers who receive payment for bills also deal with complaints and other enquiries
- ✓ Most enquiries have to do with high bills and customers not getting bills regularly
- ✓ Information on customers' needs is not up to date

TASK

Prepare a detailed Investigative Report with recommendations that you will submit to the Director not later than December 2017. (25 marks)

END OF EXAMINATION