



**Diploma
July- December**

**Special Examination
BC 111 Business Communications**

BOTSWANA OPEN UNIVERSTITY

Diploma in Human Resources Management

Diploma in Business Management

BUSINESS COMMUNICATION

BC 111

SPECIAL 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. Business communication means_____.
 - A. To send message in the business world
 - B. To achieve good will among the customers
 - C. To win angry customers
 - D. All of the above.
2. An example of downward communication flow is_____.
 - A. A junior staff person giving information to a staff supervisor
 - B. A sales manager giving instruction to a salesperson
 - C. An email message about sick leave sent from one staff secretary to another
 - D. A company briefing held on the organization's top floor
3. Which of the following is not a way to edit your notes?
 - A. Recopy your notes to improve the appearance
 - B. Re-write your notes to fill in missing information
 - C. Rewrite your notes improve the organization
 - D. Add a recall column to your notes
4. You must take into account the message you want to convey, the location of your audience, the need for speed, and the formality of the situation when choosing_____.
 - A. A communication channel
 - B. A communication purpose
 - C. What to wear
 - D. Gestures and facial expressions



5. Duties of the secretary include_____.
- A. Preserving and maintain order and to decide on any points of order submitted
 - B. Summarizing and drawing conclusions from discussions
 - C. Sending out the notice of the meeting and agenda to all members in time
 - D. Keeping accurate records of all monetary transactions
6. Which of the following business written documents can be used only to circulate information/ message within the organisation?
- A. Notice
 - B. Memorandum
 - C. Agenda
 - D. Letter
7. Which of the following is NOT an element of communication?
- A. Message
 - B. Letter
 - C. Feedback
 - D. Medium
8. Which of the following shows channels of communication?
- A. Telephone, email and fax
 - B. Sender, message and receiver
 - C. Formal, informal and grapevine
 - D. Receiver, message and telephone



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9. A letter written to terminate services rendered is known as a _____.
- A. Resignation letter
 - B. Sales letter
 - C. Letter of complaint
 - D. Grievance letter
10. The _____ is just one aspect of a complete communication package that everyone must put together before he or she enters the business world.
- A. Credibility
 - B. Resume
 - C. Memo
 - D. Annual report



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. Oral communication is an impediment to good relationships, and it also has impact on relationships where negative attitudes exist.
2. Oral communication may build good personal relationships, but it may also have a negative impact on relationships where negative attitudes or feelings exist.
3. A spoken message can be discussed and explained afterwards to ensure maximum effectiveness.
4. Filler sounds are meaningless sounds that people use in between words during oral communication
5. Listening is a passive, uncritical, physiological reception of sound
6. The first stage in the group development and relationship is Adjourning.
7. In bureaucratic leadership, the leader goes according to the rule- book.
8. Show of hands, poll, ballot, and voice are not methods of voting.
9. Ex officio leader holds this position by virtue of her or his role in the organization.
10. Layout and typography of a document can be used to highlight important points by using techniques that include the use of white space, listing, headlines, underlining, bold printing and grammatical structure.
11. A memo has inside address, salutation and complimentary close
12. An advertisement containing blasphemy would probably be rejected.
13. Organogram is not synonymous to hierarchical flow chart.
14. Pictograms are graphics that use pictures to represent numerical information.
15. The committee has the power to amend the constitution.



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SECTION C- SHORT ANSWER QUESTIONS

[25 MARKS]

Answer **ALL** questions

Question 1

Write short notes on (**any 4**) of the following:

- a. Incidental gestures
- b. Semantic Barriers
- c. Gatekeeping
- d. Reprimand Interview
- e. In camera
- f. Ad hoc committee

Question 2

With the aid of a diagram explain the process of communication in detail (**12 marks**)

Question 3

Clarity and brevity is the essence of writing good business documents. Explain (**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.

You have been invited to resource a group of people on Marketing Skills and Strategies for a newly established company manufacturing goods made from waste such as paper, plastic, tins etc. The company aims to enforce a strong marketing strategy for their products in order to penetrate the already competitive market in Botswana. They need trained personnel to sell their products so they want to equip their staff with any marketing skills and strategies they lack.

- (a) State and explain three (3) factors you will take into consideration when preparing the material for your presentation. **(6 marks)**
- (b) Mention briefly how you will handle each of the three (3) stages of presentation. **(9 marks)**
- (c) Name one (1) type of audio visual aid you would use to enhance your content delivery. Justify your choice. **(2 marks)**
- (d) Which two (2) non-verbal cues would be most helpful during your delivery? **(2 marks)**
- (e) Explain how the two (2) non-verbal cues you stated in (d) would aid your interaction with the audience. **(4 marks)**
- (f) Give two (2) reasons why it is important to edit your material before the presentation. **(2 marks)**



QUESTION 2

(25 marks)

Read the following extract and answer the questions that follow.

- (a) You work as an assistant to Mr. Thato Dintwe. He is in Selibe Phikwe and he will have to stay there for another day. He asks you to leave a memorandum for the Deputy General Manager, Mr. Malebogo Kenosi. Mr. Kenosi has gone home for the evening but will need to do some of the jobs which Mr. Dintwe had planned to the next day.

Your notes of Mr Dintwe's instructions are:

- Tell Malebogo that Mr. Dintwe has to stay in Selibe Phikwe for another day.
- 09:30 hrs. he should see Mrs. Moeti, a customer – complaint about delivery of wrong computer (her letter is in Mr. Dintwe's file)
- 11:30 hrs.- makes a presentation to Mr. Frank Clarke who is retiring- make a speech- say how good he has been- worked for us twelve years.
- 14:00 hrs.- interview for Human Resource Manager. Mr. Kenosi will have to be with Mrs Robinson, Accounts Department
- Mr. Dintwe back tomorrow evening

TASK

Write a memorandum to Mr. Kenosi giving him the information as instructed by Mr. Dintwe **(20 Marks)**

- (b) State some of the differences and similarities between a letter and a memo **(5 marks)**



QUESTION 3

(25 marks)

- (a) Name and briefly give the purpose of at least three (3) types of interviews you have studied other than job interview. **(12 marks)**
- (b) In connection to preparation for job interview, what are the preparations that the interviewee is expected to undertake;
- Before the interview **(5 marks)**
 - During the interview **(5 marks)**
 - After the interview **(3 marks)**

END OF EXAMINATION