

**BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING**

**Diploma in Human Resources Management**

**Diploma in Business Management**

**BUSINESS COMMUNICATION**

**BC 111**

**SESSIONAL EXAMINATION**

**Marks – 100**

**TIME ALLOWED: 3 HOURS**

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**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**

**[25 marks]**

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

**Choose the best alternative that answers the question**

1. Age, needs, culture, attitude, education and training contribute to which form of barrier?
  - A. Physical
  - B. Physiological
  - C. Perceptual
  - D. Situational
  
2. Which one of the following is not a quality of the first image of the company?
  - A. Efficient
  - B. Impudent
  - C. Amicable
  - D. Accommodating
  
3. Prejudicing other people because they don't belong to a particular culture is known as \_\_\_\_\_.
  - A. Racism
  - B. Ethnocentricity
  - C. Stereotyping
  - D. Proxemics
  
4. "Once we have received and interpreted a message, we have to put it in the mind's storage bank", which stage in the listening process does this statement denote?
  - A. Attention
  - B. Understanding
  - C. Hearing
  - D. Remembering
  
5. Which one of the following is not an example of formal groups?
  - A. Learning groups
  - B. Problem solving groups
  - C. Policy making groups
  - D. Tension making groups

6. Which style of leadership allows the leader to modify and interpret members' contributions to confirm?

- A. Laissez-faire
- B. Democratic
- C. Autocratic
- D. Bureaucratic

7. "In which order does the Maslow hierarchy of basic human needs follow:

- A. Physiological, Security, Social, Self-esteem, Self-Actualization
- B. Physiological, Social, Security, Self-esteem, Self-Actualization
- C. Physiological, Social, Self-esteem, Security, Self-Actualization
- D. Physiological, Security, Self-esteem, Social, Self-Actualization

8. Which one of the following is not a type of report?

- A. Descriptive reports
- B. Formal reports
- C. Persuasive reports
- D. Evaluative reports

9. All of the following are examples of audio-visual aids except \_\_\_\_\_.

- A. Black or whiteboard
- B. Flip chart
- C. Overhead projector
- D. Speech introduction

10. Which one of the following is not the purpose of a report \_\_\_\_\_.

- A. Recording an facts regarding an issue
- B. Sharing information with people in an organization
- C. Recommending for action
- D. Discouraging people to take course of action.

11. The Scope of a display advertisement should include, but not be limited to the following except: \_\_\_\_\_.

- A. Career prospects
- B. Interviewers
- C. Possibilities of relocation
- D. Method of application

12. In business which criteria of evaluating style reflects the writer's attitude, manner, mood, and moral outlook in writing?

- A. Content criteria
- B. Personality criteria
- C. Tonal Criteria
- D. Attitude criteria

13. All are examples of graphic devices except for \_\_\_\_\_.

- A. Pie Chart
- B. Flow chart
- C. Line graph
- D. Bar graph

14. \_\_\_\_\_ allows for more than one slide to be displayed at the same time with images faded into subsequent images to create the illusion of a moving presentation.

- A. Tape-slide projector
- B. Interactive computer systems
- C. Multiple projector system
- D. Video tape systems

15. Which of the following should be considered when designing a poster:
- A. Should be Interesting
  - B. Should be Succinct
  - C. Should be colourful
  - D. Should be Vague
16. Which one of the following is the correct procedure for handling complaints?
- A. [Receive complaint], define nature of complaint, separate facts from opinions, analyse and evaluate facts, make a decision, apply the answer, [follow-up to see if resolved]
  - B. [Receive complaint], define nature of complaint, separate facts from opinions, make a decision, apply the answer, analyse and evaluate facts [follow-up to see if resolved]
  - C. [Receive complaint], define nature of complaint, separate facts from opinions, analyse and evaluate facts, apply the answer, make a decision [follow-up to see if resolved]
  - D. [Receive complaint], separate facts from opinions, define nature of complaint, analyse and evaluate facts, make a decision, apply the answer, [follow-up to see if resolved]
17. The following graphic communication indicates levels of authority and responsibility except for \_\_\_\_\_.
- A. Organizational Charts
  - B. Pictogram
  - C. Organogram
  - D. Hierarchical Chart
18. Presiding over meetings and controlling over proceedings is a responsibility of a which officer?
- A. Secretary
  - B. Board member
  - C. Treasurer
  - D. Chairperson

19. The constitution usually covers the following matters except for:

- A. Frequency of meetings
- B. Powers of the committee
- C. The purpose of the election
- D. The procedure at meetings

20. Which method of voting is adopted where a member's voting rights depend on their financial positions or other interest in the body

- A. Polling
- B. Ballot
- C. Voice
- D. Show of hands

21. According to Tuckman's model, which one of the following is not an example of the stages of development ?

- A. Adjourning
- B. Aiming
- C. Forming
- D. Performing

22. What need in Maslow's hierarchy of needs is described by the statement, "Some people feel insecure unless they are dating or married"?

- A. Physiological needs
- B. Esteem needs
- C. Self-actualisation needs
- D. Social needs

23. In Advertising Rogers's Innovation Adoption model has the following elements,  
\_\_\_\_\_.

- A. Awareness, knowledge, liking, preference, conviction, purchase
- B. Attention, interest, desire, action
- C. Awareness, interest, evaluation, trial, adoption.
- D. None of these

24. Which of the following is not a type of questions usually used during an interview?

- A. Reflective questions
- B. Specific questions
- C. Hypothesis questions
- D. Leading questions

25. "I think telecommunication industry is rather more turbulent. 'Do you believe that telecommunication industry is more turbulent?' This statement describes which type of interview question?

- A. Closed question
- B. Open ended question
- C. Reflective question
- D. Identified hand gestures

**SECTION B: TRUE OR FALSE**

**[10 MARKS]**

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

**State whether each of the following statements is TRUE or FALSE**

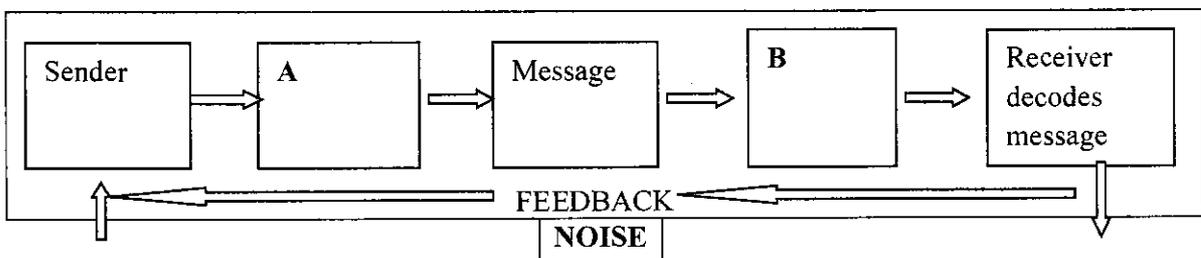
1. Oral communication is an impediment to good relationships, and it also has impact on relationships where negative attitudes exist.
2. The act of putting your hand in the air in order to get a turn to express yourself is known as Paralinguistics.
3. When oral messages are relayed from one source to another, distortion takes place.
4. Using subjective and emotional language, more especially in business communication can prevent barriers from materializing.
5. Show of hands, poll, ballot, and voice are not methods of voting.
6. Paraphrasing is a skill that cuts across all the various techniques of compressing text.
7. Précis is not synonymous with summary.
8. Stilted phraseology and clichés, excess detail, repetition and lack of logical structure are the only factors that lead to lack of clarity
9. A good business negotiator should be positional with reluctance to compromise.
10. A written message that circulated internally in an organization is referred to as a memorandum.

SECTION C: SHORT ANSWER QUESTIONS

[10 MARKS]

Answer ALL questions

1. State **TWO** benefits of possessing effective communication skills (2 marks)
2. Which of the below is missing in the process of communication? Fill in blanks (2Marks)



Jacobson's communication model: Adapted from BOCODOL, Business Communication D-BC 01: Page 3.

3. Define Semantic Barriers and advise what influences them. (2 marks)
4. List **TWO** categories of communication with an example for each (4 marks)
5. Gestures relate to what we do with our body parts. Name any **TWO** types of gesture (2 marks)
6. The effect of personal space and distance in communication depends on a number of factors such as \_\_\_\_\_. (1 mark)
7. Describe the meaning of unidentified gesticulations and state an example. (2 marks)

**SECTION D: ESSAY QUESTIONS**

**[50 MARKS]**

**Choose two questions and give detailed answers**

**QUESTION 1**

**(25 marks)**

**Read the following extract and then answer the question below.**

Samuel Pheko was the manager of the Matamod at Mosu Village. During one of his vacations he took a short course in management and public relations in one of the best rated commercial institutions. It then dawned upon him that all these years he had been doing the wrong thing by dealing only with the section heads under him. On his return to the factory he was a new Mr. Pheko. He began having his lunch in the workers' mess, he even smoked a beer or two with them and exchanged a few smutty jokes. Over a cup of tea he told them the story of his life and many spicy episodes about the lives of the directions – all in the interest of better public relations. He also joined them once in ragging a foreman who wore an old fashioned coat and hat. Trouble started a few days later. Absenteeism increased, there were three incidents of workers refusing to carry out the orders of their supervisors and two workers were found in a drunken state on the plant.

- a. Discuss the problems that emanated from Mr. Pheko's management approach after the course as well as their possible effect on his relations and communication with workers. **(15 marks)**
  
- b. Discuss ways to overcome the problems outlined above in allowing effective relations between Mr. Pheko and his subordinates. **(10 marks)**

**QUESTION 2**

**(25 marks)**

**Read the following extract and then answer the question below.**

Mary tells Lucy, a cook's helper, that she is short a dishwasher for the lunch shift. When Mary asks her to fill in, Lucy looks upward and says in an irritated voice, "Sure. No problem." As she fills the dish machine, Lucy bangs pots and pans around and slams them on the counter. She also breaks several plates and saucers.

- a. Analyze the above case and advise of the type of feedback that was more used in reflecting Lucy's actual response. **(3 marks)**
  
- b. Discuss the omissions that Mary could have avoided in her communication with Lucy if she was paying more attention as well how to mitigate this. **(6marks)**
  
- c. "When people communicate, they get a great deal of information by looking at one another; what they see of a speaker and what they hear in the speaker's voice."

Discuss any four relevant visual elements, considering how Mary could effectively use them when talking to her co – workers. **(16marks)**

QUESTION 3

(25 marks)

Read the following extract and then answer the question below.

You are the flight administrator for Air- Botswana and just got off the phone with Mrs Khumo Johnsons, one of your stakeholders. Your conversation is summarized below:

“Mrs. Johnsons! How are you today? I’m glad to hear you are doing well. I just wanted to follow up with you to see if you in fact did complete that application for the transportation form I sent you. I know how hard it can be for you to get to your appointments without your own car. Mrs. Johnson, says no child honestly I haven’t even had a chance to look at that mess. You keep sending me all this stuff every week. *You say I know Mrs Johnsons but.....!* Mrs Johnsons then went on...My grandchild is sick in the hospital and “*everyone is focused on helping her get better*”. I am not really worried about *my screenings* right now. I know they are important though. You give your sympathy to Ms. Johnson, and at the same time states “maybe I could stop by next week and we can fill out those forms together”; and don’t worry about those missed appointments I can reschedule them for you in a couple of weeks. Does that sound good? No, Mrs. Johnson states...I’m not interested right now...how about I will call you in a couple of weeks.

- a. Evaluate whether the Flight Administrator utilise active listening techniques at any point in this conversation? **(10 MARKS)**
- b. Which type of listening should have been more prevalent in this communication. Justify? **(5MARKS)**
- c. Discuss how you think active listening skills would have benefited both the customer and the Flight administrator. **(10 MARKS)**

**END OF EXAMINATION**