

**PAST
EXAMINATION
PAPERS
BUSINESS
COMMUNICATION
2007 - 2011
(D – BC 01)**

Botswana College Of Distance And Open Learning

In Collaboration With

Zimbabwe Open University

**Business Communication
(D – BC 01)**

Final Examination, 2007

Time: 3 hours

Marks: 100

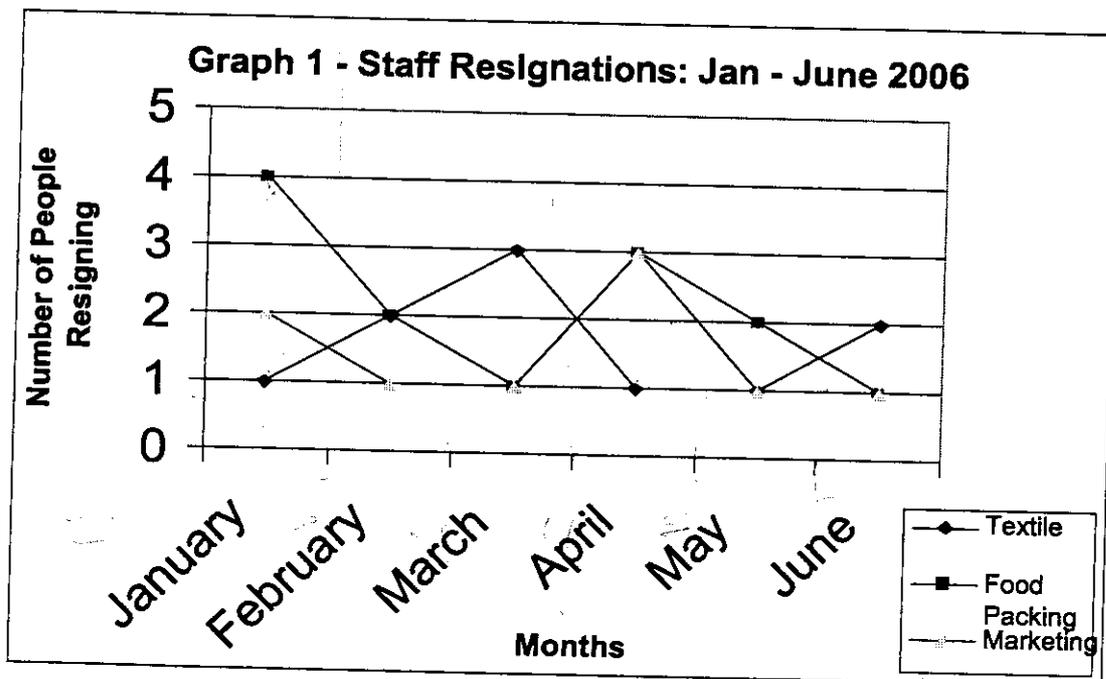
Instructions to candidates

1. Write your name, centre and candidate number on the answer booklet (s) you use.
2. This examination paper consists of **four (4)** Sections, **A, B, C and D.**
3. Answer **all** the questions in the four sections.
4. Answers should be written in the answer booklet(s) provided.
5. Start your answer to each question on a new page in the answer booklet.
6. When you have finished writing, tie together all the booklets you want to be marked.

SECTION A – Short answer questions**[20 marks]**

Answer all the questions in this section.

1. Explain the difference between the elements of *encoding* and *decoding* in the communication process. [2 marks]
2. State one of the ways by which perceptual communication barriers can be minimised or prevented. [2 marks]
3. What kind of speech is normally delivered to provide information for the listeners? [2 marks]
4. From **Graph 1** below which two months had the highest number of people resigning from the company? [2 marks]



5. Identify and state one feature of a 'Democratic' style of leadership. [2 marks]
6. Explain why it is important for us to understand our own, as well as the other person's non-verbal cues for effective communication to occur. [2 marks]
7. Explain with an example, one consideration to take into account when orally delivering a message. [2 marks]
8. What is the advantage of giving oral instructions in an organisation? [2 marks]

9. How can good listening skills help a manager to achieve job success and productivity? [2 marks]
10. State one of the factors to be considered when designing a poster. [2 marks]

SECTION B - Essay**[25 marks]**

Write a well organised essay of *one page and a half* (1½) in which you discuss how the reprimand interview for *Situation 1* below should be handled.

Situation 1:

Miss Tshepo Komoki, works as a Security Officer in your organisation. It has recently come to the attention of the Company Management that Miss Komoki is persistently absent from work without any explanation or prior notice. As a result, last minute arrangements must be made to fill up for her. The company management has decided that a reprimand interview should be held with her on the matter.

SECTION C - Case Study**[25 marks]**

Read the case presented by *Situation 2* below and answer the five (5) questions that follow.

Situation 2:

On the 10th January 2007, the *Motsewarona Development Association* called a general meeting the objective of which was to elect a new executive committee. However, it had been a long time since the *Association* held a meeting. In the meantime, new members were invited to join the *Association*, and they were also present at the January 2007 meeting. To start off the meeting, the Chairperson Mr Kelapile, explained that the meeting was meant for the election of a new executive committee and asked the house to advise on how to proceed with the matter.

Ms Keabotsa raised her hand and explained that she had not been to any of the meetings of the *Association* before. She said that she needed to know what the *Association* was about and how she could become a member. Mr Molapisi added that he did not even know what the procedure for voting was since for him too, it was his first time to attend the *Association* meetings. Again he was not sure if he should also be voting or not.

After several attempts by the Chairperson to explain a few things, Mrs Tsamaiso suggested that relevant information and documentation on the *Association* should be made available to all the people before a new executive committee could be elected.

Several other people also expressed their concern about the way the meeting was being badly handled, and in the end it was decided that the meeting be adjourned so that the necessary preparation could be done before a new executive committee is elected.

Questions

1. Identify three documents required for the meeting in *Situation 2* to be successful, and explain the purpose for each document. [6 marks]
2. What observations can you make regarding how prepared the Chairperson was. Explain your answer using evidence from the description in *Situation 2*. [5 marks]
3. If the next meeting is to be successful, what preparations should the Secretary make before the meeting? [4 marks]
4. If you were the Secretary for the *Association* what seven (7) items would you include on the agenda for the next meeting? [7 marks]
5. Should the Treasurer have any responsibility at the next meeting? Explain your answer. [3 marks]

SECTION D - Practical**[30 marks]**

Use *Situation 3* below to design a well structured, detailed and appropriate advertisement inviting applications for the post. Include all relevant information that should appear in the advertisement.

Situation 3:

Mr Kebonye Mafulo recently resigned his post of Senior Administration Officer in the Department of Sports and Culture. The Department is looking for someone relevant to fill the position.

END OF PAPER