

Botswana College Of Distance And Open Learning

In Collaboration With

Zimbabwe Open University

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

Supplementary 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.
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SECTION A – Short answer questions [20 marks]

Answer all the questions in this section.

1. Explain how *coherence* in a paragraph is achieved. [2 marks]
2. What type of advertisement is illustrated in Figure 1 below? Explain the advantage of such an advertisement. [2 marks]

Figure 1

Vacancies

A FARM MANAGER with proven experience in Citrus plants, irrigation, horticulture farming. Apply: Box 10288, Palapye.

REQUIRED: Two farm labourers, extra heavy duty driver diesel mechanic. All five years experience. Contact: Mr. Diphoko, 5330996, 71701611.

REQUIRED QUALIFIED machinery maintenance engineer & supervisor with over 5 years experience. Contact: Design Company, P. O. Box 402784, Gaborone. Cell: 71520360.

3. When is feedback to a message said to be delayed in the communication process? [2 marks]
4. Describe a body posture that sends out messages of self-confidence and motivation? [2 marks]
5. Explain how *status differences* in work environments can create a communication barrier? [2 marks]
6. Explain two of the instances in which a summary of the message is useful in business communication. [2 marks]
7. How can messages on a telegram be made brief?. [2 marks]
8. Explain why brevity is important as a criterion for evaluating content in business communication. [2 marks]

9. State two of the tips one should remember when writing a letter of complaint. [2 marks]
10. What type of report would be written by someone who witnessed a vehicle crashing onto a street light pole and why that report? [2 marks]

SECTION B - Essay

[25 marks]

Write a well organised **one and a half (1½)** pages long essay in which you discuss how it would have been advantageous if Mr Bodiredi in *Situation 1* below could have used audio visual aids in making his presentation.

Situation 1:

The Reetsanang Paper Making Company has recently done an overhaul of the machinery in the plant. As a result a day is set aside to orientate the staff on how the machines are operated. On that day the workers assemble at the dining hall and Mr Bodiredi from the company that supplied the machinery is there to address them. When everyone was quiet Mr Bodiredi started his lecture about the machines and how they are to be operated. Some few minutes later almost a quarter of the people were dozing and looked uninterested, some walked in and out of the hall while a few asked questions for clarification to which Mr Bodiredi was in pains to answer because he could only describe the machines. When the workers went back to their work-stations they just looked at the machines in puzzlement.

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

Read the case presented by *Situation 2* below and answer the four (4) questions that follow.

Situation

VACANCY: ADMINISTRATION OFFICER

Applications are invited from suitably qualified people for the above post in the Attorney General's Chambers tenable in Palapye.

EXPERIENCE: Degree in Public Administration or Diploma in Public Administration plus two years post qualification experience.

SALARY: C4/C3 (P57, 584.00 - P68, 580.00) per annum.

LEAVE: 25 working days.

BENEFITS: Optional contributory Medical Aid (Government pays 50 Employee pays 50%). Contributory pension fund scheme for Permanent and Pensionable appointment (Government contributes 15% of basic salary, Employees contribute 5%).

MAIN PURPOSE OF THE JOB
To provide administration functions for the Station in matters relating to administration functions and financial administration. Responsible for transport arrangements and taking care of the Department's fleet, directing and supervision of Drivers.

DUTIES

1. Responsible for supervision, training and discipline of subordinates or junior staff.
2. Provides proper services and administration support service.
3. Assists in collection, computation, analysis and interpretation of administrative data.
4. Interpret, advice, and implement policies and procedures pertaining to recruitment and placement, training and development of the junior staff that includes industrial class.
5. Responsible for processing of terminal and retirement benefits.
6. To prepare estimates/ budget for the transportation requirements.
7. To direct and supervise Drivers and checks the logbook to avoid gross vehicle misuse.
8. Prepares payment vouchers.
9. Provide routine administration support on finance and accounts including filling of all payments related records.
10. Verifies votes ledgers and expenditure analysis regularly.
11. Assist in the preparation of audit responses and Public Accounts Committee queries.
12. Performs any other duties as may be required by the exigencies of the service.

IMPORTANT: Applications from serving Public Officers must be routed through their Heads of Department and Permanent Secretaries. Application not so routed will not be considered.

NB: The Advert can be down loaded from the Attorney General's Chambers website: <http://www.agc.gov.bw>

Please note that we do not respond to applications who do not meet requirements.

APPLICATION SHOULD BE ADDRESSED TO:
Director of Chambers Management
Attorney General's Chambers
Private Bag 009
Gaborone

CLOSING DATE: 13th April 2007

Situation 2 Continued...

Your organisation received twenty five (25) responses to the advertisement above. A selection panel of five officers was assembled and all the applications were reviewed. From the twenty five, a short-listing was done and five (5) candidates were selected for an interview because their credentials were relevant for the job, while the other twenty (20) did not meet the requirements for the job. A day was set for the interview and the five candidates were informed of their interview date and time.

On the morning of the interview the interviewees all arrived for their interview at 07:30hrs. They reported at Mr Mosomane, the Human Resource Manager's office as the invitation for the interview had indicated. However they had to wait outside since he had not yet arrived for work and the other officers seemed not to know about the interview. After a while they started talking among themselves only to be told by the other workers that they were making noise and should move away from the building. The five moved away to wait under a tree some distance away.

Mr Mosomane arrived at 07:45 hrs and was told that the people who had come for an interview were waiting for him under the tree. Apparently he had forgotten about the interview and hurriedly went to apologise to the waiting group. Kitso, who at that time was very upset because he got bird waste on his white shirt while waiting under the tree, told him off. Mr Mosomane asked them to give him a few more minutes so that he could get everything organised.

He went into his office and picked a pen and paper to scribble a few questions for the interview. Unfortunately he could not locate the advertisement for the job and he just wrote some questions drawn from his memory. Thereafter he approached his colleagues who had previously been on the selection panel to ask them to join him to form an interview panel. Ms Kurusa was getting ready to go for a meeting and thus could not join, while Mrs Dintwe was away on leave. Mr Kelone was working on an urgent assignment and did not have the time. Only Ms Morabaraba was available and together with Mr Mosomane they discussed how they could go about the interview. They finally agreed that it would be impossible to have the interview because they did not form a quorum and had not made the necessary preparation for the interview. The interview was postponed to the following week and Mr Mosomane went to inform the interviewees about this change of plan.

Questions

1. Identify three aspects which show that the interview described in *Situation 2* was not properly prepared for. Explain how this presents a problem and how the aspects should have been handled. [6 marks]
2. Prepare five questions that the interviewees should be asked when being interviewed for the job in the advertisement in *Situation 2*. [5 marks]
3. Write in memorandum format, briefing notes for the interview panel to help them to get ready for the interview. [10 marks]
4. Using the information presented in *Situation 2* above, generate a practical interview schedule that will be followed on the day of the interview. [4 marks]

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

Use *Situation 3* below to write an appropriate letter of enquiry to obtain the information required by the Training Committee in your organisation.

Situation 3:

The Training Committee in your organisation meets after every three months to look into the training needs of the employees and come up with strategies for addressing those. During one meeting the Committee established that there was a need to train all of the fifteen Secretaries in the regional offices, in Front Desk Management. As the Chairperson of the Training Committee, you have been assigned the task of identifying a relevant institution in one of the SADC countries and enquire about the possibility of having a special short training programme for all of them so that the needs of the organisation are met and that the employees could all be trained together. The Committee would like your feedback at their next meeting.

END OF PAPER