

# **Botswana College of Distance and Open Learning**

**In Collaboration with**

**ZIMBABWE OPEN UNIVERSITY**

**BUSINESS COMMUNICATION**

**MOCK EXAMINATION**

**October 2008**

**Time: 3 hours**

**Marks: 100**

## **Instructions to Candidates**

1. Write your name, centre and candidate number on the answer booklet (s) provided for 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 the exam, tie together all the booklets you want to be marked.

**Section A: Multiple choice questions****[10 marks]**

Choose the correct answer from those given and write A, B, C or D on the answer booklet provided.

1. When a manager gives a talk to his or her subordinates, it is a form of downward communication and can include the following except:
  - A Information about the mission and objectives of the relevant organisation
  - B Feedback on performance appraisals
  - C Procedures to be followed
  - D Instructions not to perform specific tasks
  
2. What is the purpose of meeting in the Business Environment?
  - A To bring people together so that they guard with each other
  - B It is to help members to interact to reach a decision
  - C To work well together
  - D Work together to achieve company's goals by exchanging ideas, opinions and attitudes.
  
3. Which of the following is the advantage of using multiple projection systems?
  - A They provide an extremely entertaining, and colourful presentation.
  - B They require professionalism
  - C They are not easily moved from venue to venue.
  - D They require technical back-up.
  
4. A democratic committee or organization is subject to certain rules and regulations, namely the constitution. The following are some of the aspects that are usually stipulated in the constitution except:
  - A Spokesperson of a group.
  - B Amendments to the constitution
  - C The method of election of committee members
  - D The composition of the committee, the members duties and items of office.
  
5. The style of leadership adopted by a leader is to some extent a function of that person's personality, but it is also affected by the:
  - A Policy committees
  - B Organization
  - C Urgency of the situation
  - D Possible negative influences

6. In setting up groups, it is important to make sure that the composition of the group is appropriate to the task. Which of the following is to be considered?
- A Roles of the chairperson and secretary
  - B Interested parties that need to be represented
  - C The style of the members
  - D The venue
7. In persuasive writing, what does it mean to appeal to reason ?
- A Make clear notes of a presentation and then write meaningful text out of it
  - B The sender of the message should represent facts, objective analysis and an appropriate conclusion to the message
  - C Consideration of the views expressed by people in an auditorium during the delivery of a key message
  - D The organization sending the message has to meet its delivery dates and show that it is reasonable
8. Which of the following can lead to bias and misinterpretation of data in graphic communication?
- A Logical argument
  - B The writer's attitude, manner and mood in writing a text.
  - C Omitting the zero on a scale and starting with a higher figure.
  - D Using a scale that is large.
9. A telephone user has rights. Which of the following is not the telephone user's right?
- A To ask for information.
  - B To put down the receiver if insulted by the caller.
  - C To say what they want.
  - D To know who is at the other end of the line.
10. Definition of chronemics
- A Use of different types of visual images.
  - B The outward look of a person.
  - C Non-verbal visual communication by means of body language.
  - D A person's attitude towards time.

**Section B: Short answer questions****[20 marks]****Answer all the questions in this section**

1. State two ways by which an organisation can improve its perception? [2]
2. How would you ensure the best possible communication between people of different cultures? Explain two ways. [4]
3. What is meant by the following terms in report writing?
  - (a) Findings [1]
  - (b) Conclusions [1]
4. List two things that you will consider practical when using graphic communication in preparing your oral presentations. [2]
5. State and explain one purpose of speech. [1]
6. Explain the effect of TONE in business communication. [2]
7. How does mass communication differ from interpersonal communication? [2]
8. How do still projection systems differ from moving picture systems? [2]
9. Discuss the effect that your positive or negative self-image has on the way you communicate. [2]
10. Define the following term as it applies to the recording of the minutes:  
Resolved . [1]

**Section C****[20 marks]****Answer all the questions in this section.**

1. Give two examples of open and two closed questions. In a paragraph discuss the advantages and disadvantages of each type? [12]
2. Differentiate between Memoranda and Circulars. [8]

**Section D****[50 marks]**

Answer all the questions in this section.

On the 11 August 2005 the telephone rang in your office at Tonota College of Education (TCE) where you work as a secretary to the principal. In a week's time you will be going away on transfer. Lorato will be replacing you in the office, so you are taking her through an induction in the office. The following is what happened:

(Telephone rings five times before it is answered.)

**Lorato:** Yes! Talk to me (chewing)

**Caller:** Good morning. Is that the principal's office?

**Lorato:** Yep! What did you want?

**Caller:** I would like to speak to the principal please.

**Lorato:** He is not here, what do you want him for?

**Caller:** I am enquiring about the payment voucher for the textbooks supplied by Lesedi Book Centre to the college.

**Lorato:** I'm sorry you've been directed to a wrong number. I will connect you to the switch board so that you can be directed to Mr Ncube's office. He is the guy who is creating all this mess.

**Caller:** Thank you.

(Phone rings at the switch board and is answered by the receptionist)

**Caller:** Good morning. May you connect me to Mr Ncube's office please.

**Receptionist:** I'm sorry there is no answer in his office. These foreigners are given high positions but they are always irresponsible. May I take you back to Lorato?

**Lorato:** Hello!

**Caller:** Yes I am Mr Diseko. The guy from Lesedi Book Centre. Mr Ncube is not in the office and I would like to leave him a message. Please tell him that I'm really fed up with this inefficiency. I have long supplied those books and up to now I have not been paid. I need payment now otherwise I am taking the matter up with the lawyer. You guys are playing tricks! You are just being a nuisance and a pain in my neck!

**Lorato:** I will make sure that he finds the message on his desk today. I have always worked with ladies and they always did a good job. Nowadays we are just getting angry callers. Men will be men.

**Caller:** (Hangs up)

1.
  - (a) Identify and explain any five (5) barriers to effective communication in the above conversation. [10]
  - (b) Give Lorato five (5) points to consider when handling an angry caller. [10]
  - (c) Prepare a message pad for Lorato to use when taking down messages. Take down the message for Mr Ncube according to the telephone call. [10]
2. You are a Human Resource officer at Kudung Publishers, and have been assigned to prepare a formal invitation that will be sent to clients inviting them to the Annual Christmas Party and Awards Ceremony to be held at the Grand Palm Hotel on 1 July 2008 at 1900 HRS. You will be the person to be contacted by the invited guests in case they are unable to attend.
  - (a) Based on the information provided above, prepare an invitation card that will be used to invite people for the ceremony. [20]