

# Botswana College of Distance and Open Learning

In Collaboration with

ZIMBABWE OPEN UNIVERSITY

BUSINESS COMMUNICATION

SESSIONAL EXAMINATION

November 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 in the answer booklet provided.

1. What is internal noise?
  - A Any factor within the sender or the receiver causing communication failure or breakdown.
  - B Interference from outside the sender or receiver impacting negatively on the communication process.
  - C The extent to which communication has been effective.
  - D Factors outside the sender or receiver e.g. traffic noise.
  
2. How do we come to have physiological barriers?
  - A They come as a result of poor working conditions.
  - B They come as a result of the state of our body.
  - C They come as result of drug and alcohol abuse.
  - D They come as a result of one's internal state of mind.
  
3. In business writing, tonal criteria refers to:
  - A The writer's attitude, manner and mood in writing a text.
  - B A set of standards for determining whether the context of a text is appropriate.
  - C The mood of the audience as they receive the written text.
  - D The set of standards used to evaluate the writer's attitude and mood in a written text.
  
4. Kinetics include the following except:
  - A Level of tension in the voice.
  - B Arm and hands movements
  - C How we stand in relation to others
  - D How we sit
  
5. Bias may be introduced into graphic by:
  - A Omitting the zero on a scale and starting with a higher number.
  - B Using dark lines round bars.
  - C Writing horizontal lines.
  - D Writing clear headlines.

6. Below are the techniques that can be used in designing a graphic device except:
- A Provide good headings.
  - B Provide a key
  - C Provide good contrasts between adjacent sections by means of effective shading
  - D Labeling ambiguously
7. Speakers can make themselves credible by:
- A Using facts to block their voice
  - B Paying less attention to their appearance
  - C Using facts to back up general statements
  - D Laughing out loud with the audience
8. Formal communication flows in all the following directions except:
- A Downward communication
  - B Upward communication
  - C Up and down communication
  - D Lateral/Horizontal communication
9. Which of the following is a barrier to effective communication?
- A Food
  - B Light
  - C Differences in the way we see things
  - D Speaking clearly
10. What is acoustic semiology?
- A It refers to how we interpret messages from sounds or auditory signals other than language.
  - B It refers to what we say and how we say it.
  - C It refers to how we use our voice.
  - D It refers to the signaling of internal emotions and feelings.

**Section B****[20 marks]**

Answer all the questions in this section.

1. Briefly define the term "Communication". [2]
2. Give any **three** reasons for communication in the organization. [3]

3. Explain the highest of the five levels of Maslow's hierarchy of needs. [2]
4. What is a curriculum vitae and what is its purpose? [2]
5. What rights do you have as a telephone user, give at **two** of these rights? [2]
6. When is it appropriate to use a circular? [1]
7. What is a proposal? [2]
8. State **one** disadvantage of the overhead projector. [2]
9. What is the purpose of the speech of introduction? [2]
10. Why is it important to interview more than one candidate for one vacant post? [2]

### Section C

[20 marks]

Answer all the questions in this section.

1. You are a member of a task group which has worked on an assignment and have started preparing your report. You find it necessary to include some graphic devices in your report to make it more effective.

Outline five principles that you would like the group members to bear in mind when preparing the graphic devices. [10]

2. You have prepared the following questions for an interview with job applicants:

- (a) Can you work under pressure?
- (b) Why do you want to work for us?
- (c) I think the government should introduce a four-day working week in Botswana. Don't you think so?
- (d) What salary do you expect to earn?
- (e) If you were given a full year's leave now, how would you spend your time? [10]

State the question type of each of the above questions.

**Section D****(50 marks)**

Answer all the questions in this section.

1. Correct or improve the following sentences:
  - (a) The marketing manager never replied to my last letter.
  - (b) The manager wrote a note to the workers to say that they could knock off early on Friday.
  - (c) The travel agent told the newly appointed staff member that she could resume work on 1 July 2008.
  - (d) The secretary complained that there is too much noise outside.
  - (e) The manger told the applicant that the firm had no vacant posts at this point in time. [10]
  
2. Write a letter to one of the distance education programme co-ordinators asking him/her to furnish you with information as to where to get additional study materials. [15]
  
3. You are the sales manager of a brewery. In terms of sales for the current year, your company has eighty percent of the market. A small local competitor has ten percent of the market. A German company has five percent and a Dutch also has five percent of the market.
  - (a) Select and draw an eye – catching graphic communication device to convey the above information to the company's board of directors in an interesting way. [15]
  - (b) Write a paragraph to explain why you would have selected a graphic communication device to convey this information rather than simply presenting a written report. [10]