

# Botswana College of Distance and Open Learning

Date 13/12

In Collaboration with

Zimbabwe Open University

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

**Sessional Examination, Semester 1, 2009**

**Duration: 3 hours**

**Marks: 100**

## Instructions to candidates

1. There are three (3) sections in this paper. Section A, Section B, and Section C
2. Answer all question in section A, B and C
3. Marks will be awarded for presentation accuracy

**SECTION A: True /False****(10 marks)**

1. Non verbal communication is also known as semiology ~~F~~
2. Covert messages are those messages that are sent or shown openly or publicly
3. The same message can be differently interpreted by different people because people have different perceptions about how things should be done.
4. According to Maslow the lowest category of needs are social needs or belongingness needs ~~F~~
5. Committee office bearers should ensure that minutes get to the committee members well before the next meeting.
6. A paragraph is a collection of sentences that deal with a single topic and it contains no extraneous material
7. A sender oriented letter is one in which the emphasis is on matters of interest to the readers than to the sender. ~~F~~
8. The layout of letters and memoranda can differ between organizations. ~~F~~
9. It is advisable to pass on to other readers, confidential mails or information that is supposed to be kept private ~~F~~
10. When drafting a curriculum vitae, on the details of education section, one should begin with the most current attainment.

**SECTION B****(40 marks)**

1. Describe the **five** approaches to counseling. **(10 marks)**
2. (a) Identify any **five** characteristics of an interview. **(5 marks)**  
(b) Briefly describe any **two** types of interviews that are conducted in organizations. **(5 marks)**
3. Describe the responsibilities of the chairman during the meeting. **(10 marks)**

4. (a) Define organizational charts and explain their advantages in business communication (6 marks)

(b) Elaborate on any **four** issues that one should observe when completing a form. (4 marks)

**SECTION C (50 marks)**

1. (a) Draft a telephone message form, used in organizations and indicate all its contents. (5 marks)

(b) Identify any **five** rights of a telephone user. (5 marks)

2. (a) As the Assistant Buyer of Mayors Timber Ltd, which is located at Stand 442 Gaborone West Industrial, you have recently received a consignment of timber which had delayed by three days from one of your major suppliers, Evergreen Forestry Holdings. Before the truck is offloaded you have discovered that the timber is of poor quality than the one you have ordered. Having taken the matter to the Chief Buyer, you have been instructed to write a letter of complaint to the supplier indicating the reasons for returning the truck without offloading. (15 marks)

*Date*  
*To*  
*From*  
*Complaint*  
*Solution*

2. (b) State the major considerations when writing a letter of complaint. (5 marks)

3. Read the following passage and answer the questions below.

The art of advertising is to persuade people to buy your product or service. This requires a basic understanding of psychology, the needs of human beings and how those needs can be satisfied. An American psychologist, Abraham Maslow, has suggested those needs can be compartmentalized and arranged in the form of a hierarchy. At the lowest level people need food, shelter, warmth and sex. When these needs are largely satisfied, people begin to think about the safety of themselves and their personal possessions. Squirrels, when they have had their fill of nuts, begin to bury nuts in their winter larders. Human beings have the same tendency, much to the relief of the insurance companies. Insurance appeal to those who would feel the loss of personal possessions, through burglary, flood and fire, and those who seek pensions and financial security generally.

Even when a human being does not feel under threat at the safety level, a new need emerges according to Maslow. There is now a need to be approved by other people, a need for love and respect. The advertising industry finds this a very useful area for its machinations. 'If you want people to look at you admiringly, you have to wear jayboy jeans-no-one else's will do!' That is the message, in effect. Or the advertiser might be trying to persuade you to buy a new car. 'This is the latest and best sports car in the market. It is faster, sleeker, more enviable, than anything else in the world. If you haven't got one, or don't get one pretty soon, the rest of the world is going to see you as a dead duck!'

And when we are largely satisfied at this social level, according to Maslow we simply move on to egocentricity. We all have egos, but what is an ego? It is a love of self. We look into the mirror and hopefully like what we see. Of course, not only in physical terms. We hunger for self-respect now that our lower level needs have been largely satisfied. Another happy hunting-ground for the advertising agencies, for example 'Diamonds are forever', or 'Use Real Results from Diana Cosmetics- fights wrinkles fast!' According to Maslow the ultimate need is for fulfillment. This would no doubt come when we have all that the advertisers say we so desperately need. For most of us it seems that day will never come!

**Answer the following questions based on the passage**

- (a) Suggest an appropriate title for the passage. (2 marks)
- (b) Categorize the following human needs according to Maslow's hierarchy of needs.
- (i) The need to have warm clothing for winter (2 marks)
  - (ii) Joining a local golf club (2 marks)
  - (iii) Having an insurance policy with Botswana Life. (2 marks)
  - (iv) Desire to earn respect in the organization by taking up challenging tasks. (2 marks)
- (c) Illustrate Maslow's hierarchy of needs by means of a diagram. (10 marks)

**BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING**

**In collaboration with**

**ZIMBABWE OPEN UNIVERSITY**

**Diploma in Human Resources Management**

**Diploma in Business Management**

**BUSINESS COMMUNICATION**

**D-BC 01**

**SESSIONAL EXAMINATION**

**Marks – 100**

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**Time Allowed 3 Hours**

**Instructions to candidates**

1. This examination contains four questions (1,2,3 and 4).
2. Answer all questions in the answer book provided
3. Start a question on a new page
4. Write legibly in grammatical English.
5. Use examples where possible to support your explanations

Q1 You are a secretary in a small company, and among your duties is the opening of the mail. The following letter from a company called Vertox has been delivered by Special Delivery to your company.

Read the letter carefully and then summarize it in accordance with the instructions which follow it.

2 November 2010

Dear Mr. Sing

It is with the greatest concern that I am corresponding with you by letter for what is now the fourth time altogether in the space of only three and a half months, respectfully requesting that you make payment in full of the invoice in the sum of £1,250 which we sent you on the 18th of February 2006. The invoice is for work done by Vertox on your company's behalf, and at your company's written invitation, between the dates of Thursday the 2<sup>nd</sup> of February and Wednesday the 8th of February this year.

You will doubtless recall that we telephoned you on the 15th of March – and indeed I myself spoke personally to you on that occasion in order to discover what progress you were making towards meeting your obligations to us, as we had had no response from you whatsoever to our original letter. On that occasion you promised me that a cheque for the full amount would be in the post to us within seven days. However, we heard nothing further from you, and no cheque was received by us, then or subsequently.

Our company issued a reminder letter to you on the 24<sup>th</sup> of March, once again politely requesting payment in full for the work that we had done for you in good faith. I should remind you at this point in time that in the course of our telephone conversation referred to above, you expressed no dissatisfaction whatsoever with the quality of our work; indeed, on the contrary you clearly stated that you had been impressed both with our

workmanship and with the attitude of our workforce. However, once again we received no acknowledgement that you had received that letter of the 24th of March, and we have had no response from you to that letter.

Despite our attempting to contact you further through telephone messages, faxes and frequent e-mails, we have had no success in achieving any communication between our companies, and our final reminder letter, issued on the 28th of April and sent by Recorded Delivery, similarly appears to have been ignored.

As a consequence of this extremely unsatisfactory situation, I regret that I now have to inform you that unless we receive from you payment in full by return of post we shall instruct our solicitor to commence proceedings with immediate effect for the complete recovery of the sums outstanding, to which will be added a claim for interest and additional costs. I enclose a further copy of our original invoice for your information.

I trust that you will respond to this letter positively, in order to avoid an unpleasant situation that may create a great deal of unnecessary embarrassment for your company.

(a) Prepare a summary of the body of the letter and present this in the form of a memo for your boss Mr. Sing. Since his English is not as good as yours, you will need to use plain and simple vocabulary. Use as few words as you can. Remember that Mr. Sing will already be fully aware of all the previous contacts between the companies. **(10 marks)**

(b) Suggest **one** benefit for business of using the kind of vocabulary that is seen in the letter above, instead of using very simple language. **(2 marks)**

(c) What are the **two** most important reasons why the above communication has been sent in the form of a letter, and not as a fax or an e-mail? **(4 marks)**

(d) Rewrite and expand the following sentence, using a more formal vocabulary. You may turn it into more than one sentence if you wish.

“Dear Sir, we liked what you did for us and we’ll use your firm again.” (4 marks)

(e) The design of an office can play an important part in making communication effective.

(i) A company encourages members of the public to visit its premises. Suggest four different ways in which the company can ensure that visitors can be made to feel welcome in the reception area. (5 marks)

**(Total 25 marks)**

**Q 2 (a)** When you are writing a letter as part of a job application, state **five** ways in which you can ensure that the appearance of your letter will make a positive impression on the person who receives it. (5 marks)

(b) In a face-to-face interview, your personal appearance and body language can help or hinder your chances of being offered the job.

(i) Briefly describe **four** ways in which your **personal appearance** can create a good impression on the interviewers. (6 marks)

(ii) Show that you understand how body language can create a **negative** impression on other people, by describing **four** things that you should **not** do during the interview. In each case suggest what that negative aspect of body language might show about you. (Note that what you say, or the way you say it, are not relevant to this answer). (8 marks)

(c) When you are answering questions in an interview, you need to be aware of the way you speak and the vocabulary you use. Suggest **six** things that you should bear in mind when speaking during an interview. (If you wish, your answer can be a list of “Things to Do” and “Things Not to Do”.) (6 marks)

**(Total 25 marks)**

**Q3 (a)** Describe briefly the main differences between 'official communication' and 'unofficial communication' within an organisation. **(6 marks)**

**(b)** You have been asked to write a notice telling all staff about a meeting within your workplace. Identify **four** pieces of information that you must include on the notice. **(2 marks)**

**(c)** List, in their correct order, **six** items of business that should always appear on the agenda at official staff meetings. **(6 marks)**

**(d)** Describe how an official meeting can help to control the spread of a grapevine. **(6 marks)**

**(e)** State **five** responsibilities that the secretary of a meeting has during and after the meeting. **(5 marks)**

**(Total 25 marks)**

**Q4 (a)** Explain clearly what is meant by **any six** of the following communications terms:

- A. Globalization
- B. Interactive
- C. Mailshot
- D. Open question
- E. Secondary data
- F. Webcam
- G. Touch tone

**(3x6 marks)**