

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

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 2nd 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 24th 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)

(b) In communications terms, explain the difference between 'scam' and 'spam'.
(6 marks)

(c) Which one of the following definitions gives the correct meaning of the abbreviation?
'bps'?

- (i) The capacity of a computer's memory;
- (ii) The speed at which information is transferred between different devices;
- (iii) The number of pixels on a computer monitor. (1 mark)

(Total 25 marks)