BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING

Diploma in Human Resources Management

Diploma in Business Management

BUSINESS COMMUNICATION
BC 101

SESSIONAL EXAMINATION

Marks – 100

TIME ALLOWED: 3 HOURS

Instructions to candidates:

1. The examination consists of four sections: A, B, C and D

2. Answer all questions from section A, B and C

3. Choose any two questions from section D.

4. Begin each answer to a new question on a new page.

5. Write legibly in grammatical English.

6. Use examples where possible to support your explanations.

7. Write answers in the answer booklet provided.

---

1. SECTION A   [25 marks]

Choose the best alternative that answers the question

1. Why should we continue to develop our communication skills?

   A. To compete in the global market

   B. To build relationships

   C. To discover information and acquire knowledge

   D. To respect formal channels of communication

2. How can we overcome the barriers to communication when receiving a message?

   A. Concentrate

   B. Ask for feedback

   C. Consider the audience

   D. Consider the medium

3. What would you do to gauge the audience's level of understanding for your presentation?

   A. Analyse why audience members are attending the presentation

   B. Estimate how many people will attend and whether they will attend in person, online or a mix of both

   C. Analyse whether everybody has the same background and experience

   D. Consider whether the audience has any biases that might work against you

4. To keep the meeting focused and moving, the chairperson should_____.

   A. Keep the group aware of where they are in the process

   B. Provide appropriate refreshments

   C. Always do something a little different and new

   D. Know his/her role and the path that he/she is going to follow

5. Which of the following is not a communication barrier?

A. Noise and distractions

B. Competing messages

C. Channel breakdown

D. Feedback

6. Which of the following is a characteristic of effective listeners?

A. They listen passively

B. They make little or no eye contact

C. They stay focused on the speaker and the content

D. They listen with the same style regardless of the situation

7. When would one use a table in a presentation?

A. When presenting detailed information that would either be difficult or tedious to handle in the main text

B. When making an online presentation

C. When presenting a simple financial analysis

D. When accuracy is not important

8. Which of the following would you recommend for a pie chart?

A. When creating pie charts, use different colours or patterns to distinguish the various pieces

B. Do not label the segments and do not add their value in any unit of measure so that your reader will be able to judge the value of the wedges

C. Try and make as many slices as you can on a pie chart

D. If percentages are used, the segments must add up to at least above 50%

9. Select the statement that is true about flip charts.

   A. They are the technology of choice

   B. They can take centre stage of a presentation and eventually replace you

   C. They give an overview of an organisation

   D. They are inexpensive and 100 percent dependable

10. Good notes have a number of characteristics. Which of the following is a characteristic of good notes?

   A. They should be brief, but not so brief that you cannot understand them later

   B. They should not record the source of information

   C. There should be repetition of information

   D. They should not record the main ideas and themes

11. When writing a paragraph, which of the following should be considered?

   A. That the paragraph deals with a number of issues that the writer wants to put across

   B. The unity of a paragraph must not be destroyed in an effort to reduce its length

   C. A paragraph should never consist of a single sentence

   D. A good text should have a minimum of 3 paragraphs

12. What is true about the recommendations of a report?

   A. They include interviews, documents and observation

   B. They include the reason for writing the report

   C. They are an objective statement of what the findings have shown

   D. They are generally expressed in the future tense.

13. When designing a form, which of the following should be considered?

A. The effectiveness of the form to the reader

B. The time taken to design a form

C. The order of presenting information on a form

D. The quality of the picture on the form

14. The purpose of open-ended questions is_____.

A. To determine the opinion of the respondent

B. To allow the respondent to express himself or herself on an issue

C. To confuse the respondent because the responses "yes " or "no" are not acceptable

D. To allow the reader to reflect on an issue

15. How can a writer keep the reader's interest in a text?

A. Include jokes in your business message

B. Use one sentence paragraphs only

C. Use a variety of long, medium and short sentences

D. Separate items by numbering them

16. Which of the following is an advantage of the written medium?

A. It can reach geographically dispersed audiences

B. It provides an opportunity for immediate feedback

C. It delivers messages quickly

D. It allows you to express the emotion behind your message

17. Which of the following is true about technology?

A. Technology is not an aid to interpersonal communication

B. Technology can think for you or communicate for you

C. If you lack some essential communication skills, technology can fill in the gap

D. Technology is not a replacement for interpersonal communication

18. In which of the following is team evolution arranged in the correct order?

A. Orientation, reinforcement, emergence, brainstorming, conflict

B. Orientation, brainstorming, emergence, conflict, reinforcement

C. Orientation, conflict, brainstorming, emergence, reinforcement

D. Orientation, emergence, brainstorming, conflict, reinforcement

19. When writing a message, use bias free language. The following have to do with the use of _____.

A. Bias free language avoids words and phrases that unfairly and unethically categorise people

B. Bias free language avoids stigmatising people in ways related to gender, race, ethnicity, age or disability

C. Bias free language reflects the way we thing and what we believe

D. Bias free language does not perpetuate the underlying stereotypes and prejudices that it represents

20. The following is expected of a model member at a meeting except_____.

A. Stays until the end of the meeting

B. Builds on others' contributions and strives to be supportive

C. Uses inappropriate body language

D. Helps others to participate

21 "I think that everybody nowadays has to be computer literate. Don't you". What type of question is?

A. Hypothetical

B. Leading

C. Reflective

D. Specific

22. One of the causes of distortion of messages is_____.

A. Group culture

B. The inability to choose suitable words to express the message

C. Information that is put into language that expresses its true meaning

D. Use of appropriate vocabulary

23. One of the disadvantages of visual communication is that_____.

A. There is no immediate feedback

B. There is no written record

C. It is difficult to modify once transmitted

D. It is difficult to interpret without the written or spoken word

24. When writing a business letter, choosing the direct or indirect approach is important. Which of the following would help you choose the appropriate approach to use?

A. The length of the letter

B. How the reader is going to perceive the message

C. If you have previously written a message to the reader, always use the direct approach

D. The salutation that a writer uses determines the approach to be used

25. In group communication, conflict is constructive if_____.

A. It diverts energy from more important issues

B. It destroys the morale of group members

C. It leads to a win –lose situation

D. It forces important issues into the open

SECTION B   [10 marks]

Answer True or False to the following statements or scenarios

1. An ethical dilemma involves choosing among alternatives that are clear-cut.

2. When writing content for text slides, limit each slide to one thought, concept, or idea.

3. When writing a message, use the indirect approach when your negative answer or information will have minimal personal impact.

4. If informal communication dominates, it could mean that formal communication is functioning effectively.

5. Handouts must always be distributed at the end of a presentation.

6. When responding to a complaint letter, do not express disbelief in the complaint – this implies that the customer is lying.

7. Selective attention as a barrier to communication happens when the receiver pays attention to all aspects of the communication.

8. Knowledge workers are those employees at all levels of the organisation who specialise in acquiring, processing and communicating information

9. One advantage of oral communication is that it reaches geographically dispersed audiences

10. Every organisation has informal communication network- a grapevine

SECTION C   [15 marks]

Answer the all questions from this section

(a) Highlight three disadvantages of working in teams.   **(3 marks)**

(b) Explain three advantages of working in teams.   **(3 marks)**

(c) Identify three communication skills that successful employers expect from the employees.   **(3 marks)**

(d) Non-verbal signals play three (3) important roles in communication. What are they?

(3 marks)

(e) Describe three categories of non-verbal communication.   (3 marks)

SECTION D   [50 marks]

Answer any two questions from this section

Read through the following case studies and then answer the questions that follow

Question 1   **(25 marks)**

Communication at Hersha Hospitality Management

For applicants, the job search process might be long and grueling, but at least it has a definite beginning, middle, and end. For managers in charge of recruiting, though, such as Hersha Hospitality Management's vice president of human resources Jeffrey Wade, the process never ends. Hersha provides operational management services to a growing number of hotels in the eastern United States, and as the company grows, its need to add top-quality employees never ends.

Growth is not the only force that puts demands on Wade and his team. "Recruiting in the hospitality industry is always a challenge because many of the positions are lower –wage jobs, and from office positions are often filled by college students who want to move on with their careers" he explains. In other words, even as the company expands and needs to bring in more new employees, many existing employees are looking to move up and out. The result is relentless pressure to select new people to join the Hersha family. Moreover, Wade is not interested in hiring just anybody; the company has extremely high customer service standards for everyone from entry – level hotel workers to top management.

Many managers in Wade's position, particularly in small to midsize companies, outsource the recruiting function, paying an outside company to find and filter candidates. However, Wade believes that recruiting is too essential to Hersha 's success to be left in the hands of an outsider.

His answer to the challenge of endless hiring is to use an applicant tracking system (ATS), a computer- based solution that integrates the entire recruiting and employee records management

effort- from job seekers' submission of online resumes and applications through interviewing, hiring, orientation, promotions, and eventual leaving of the company. Although it is highly computerised, the process is far from impersonal. In fact, by managing all the details, the system frees up Wade and his staff to spend time talking with applicants, assessing their personalities and potential fit with Hersha's service – oriented culture."

1. Explain three reasons why recruitment in the hotel industry is considered to be challenging **(6 marks)**

2. What makes it difficult to get a job at the Hersha family? Give two reasons. **(4 marks)**

3. According to Wade, the recruitment function for Hersha should not be outsourced. Do you agree with this observation? Give two reasons for your answer. **(4 marks)**

4. Do you think that the recruitment system used by Hersha can help to get the best candidates? Give two reasons for your response. **(4 marks)**

5. Give two reasons why the recruitment process at Hersha never ends. **(4 marks)**

6. Why would a lot of employees leave the hospitality industry as is in this case study? Give three reasons. **(3 marks)**

QUESTION 2 **[25 marks]**

Communication at Google

As you prepare for your job interview, knowing just the basic facts and figures about a company is not always enough to impress top recruiters. For instance, most web surfers know Google as

the leading online search engine, but the company is also helping to revolutionise advertising, publishing, geographic information systems, shopping – if it involves digital information, chances are Google has looked into opportunities to build a business out of it.

Learning how a company recruits not only helps you succeed in your job search but can also give you important insights into its culture. As Google continues its rapid growth, recruiting manager Arnnon Geshuri and his staff dedicate considerable time, energy, and resources to employee recruiting. However, finding the right people is so important to the company that helping the recruitment effort is considered the responsibility of virtually every manager and employee. In fact, John Sullivan of San Francisco State University, who has studied the company's recruitment efforts closely, says that recruiting permeates the company so thoroughly that Google has created what he terms the world's first "recruiting culture"

Moreover, as befits a company focused on innovation, the people Google pursues do not fit the traditional corporate mould. Most are either risk takers with adventurous outside interests or experienced superstars from top research labs or respected technology firms. Googlers, as employees are informally known, hail from every corner of the business world – and beyond. As the company puts it, "Googlers have been Olympic athletes and Jeopardy champions; professional chefs and independent filmmakers."

You may never apply to Google, but gaining similar insights about the companies you are interested in will give you a competitive edge. Google provides quite a bit of information on its website about work life at the company, but you cannot always hope on a company website to find these insights. However, some extra digging through magazines, reading employment – related blogs, networking with others in your chosen field, and taking every other opportunity to unearth insights will help you prepare for every stage of the employment search process.

1. Give three other things that you should know about an organisation before attending an interview. **(6 marks)**

2. Suggest three ways in which all the employees in an organisation can assist in the recruitment process. **(6 marks)**

3. Arnnon Geshuri dedicates a lot of time to the recruitment process. Is it worth it? Give two reasons **(4 marks)**

4. Why does Google employ people who do not fit the traditional corporate mould? Give two reasons. **(4 marks)**

5. Justify the importance of having insights about a company that you want to work for. Give two reasons. **(4 marks)**

6. What do you think could be common about people who are employed by Google? Give three reasons. **(3 marks)**

QUESTION 3 [25 marks]

Mr. Mpho

Mr. Mpho has been enjoying his first year of teaching form one in a comfortable suburban setting in Pretoria. Most of the students in his class come from different countries and their parents work for different embassies posted to South Africa. He has been implanting the new and innovative teaching techniques for English as Second Language (ESL) students.

Mr. Mpho's form one ESL students outnumber his English- speaking students in the class. Mr. Mpho has been very motivated about the visual and manipulatives he has added to his lesson information in order to enhance the learning opportunities for all his students. The animated read aloud and the fun role-playing activities certainly have been assets when presenting comprehension skills to the second language learners. Mr. Mpho feels strongly about his successful unconventional strategies that seem to close the language gaps and truly help make learning connections for the ESL students.

While the school year is progressing smoothly, Mr. Mpho starts to worry about the conventional end of year standardised achievement tests. He knows that these scores will be a reflection of his teaching profession as well as an integral part of his school's overall assessment averages.

1. Give five reasons why Mr. Mpho should change his style of teaching. **(10 marks)**

2. Is Mr. Mpho's concern about the end of the year assessment a valid concern? Give three reasons **(6 marks)**

3. Will the conventional assessment administered at the end of the school year reflect Mr. Mpho's teaching ability? Give three reasons. **(6 marks)**

4. If you were the head of the English Department in the school, what would you do if Mr. Mpho told you of the issue? Give three suggestions. **(3 marks)**

END OF EXAMINATION