

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. Answer **all questions** from sections A, Section B and Section C
2. Choose Any two questions from section D
3. Begin each answer to a new question on a new page.
4. Write legibly in grammatical English.
5. Use examples where possible to support your explanations.

1. SECTION A - MULTIPLE CHOICE QUESTIONS [25 marks]

Answer ALL questions. Each question carries ONE (1) mark

Choose the best alternative that answers the question

1. The Communication process starts with _____.
 - a) Message
 - b) Sender
 - c) Channel
 - d) Feedback

2. The number of key components in the communication process is _____.
 - a) Five
 - b) Six
 - c) Seven
 - d) Four

3. Reading refers to which component of the communication process?
 - a) Encoding
 - b) Decoding
 - c) Message
 - d) Channel

4. Any oral or written means of transmitting meaning through word is _____.
 - a) Verbal communication
 - b) Media
 - c) Nonverbal communication
 - d) Interaction

5. All of the following are examples of verbal communication except _____.
 - a) Email

- b) Listening
 - c) Telephone calls
 - d) Text messaging
6. All the following are advantages of oral communication, except _____.
- a) Control over receiver's attention
 - b) Immediate feedback
 - c) Personal quality
 - d) Conveying complex information
7. One advantage of email communication is _____.
- a) Good for problem solving
 - b) Permits use of some non-verbal cues
 - c) Conveying large amount of information
 - d) Can be send at any convenient time
8. Reading for information about what is happening within your organisation is called _____.
- a) Reading for pleasure
 - b) Reading for personal interest
 - c) Reading for internal information
 - d) Professional reading
9. All the following are characteristics of meetings, except _____.
- a) Focused
 - b) Planned
 - c) Highly formal
 - d) Structured
10. A meeting called to discuss the feasibility of a specific event is called _____.



- a) Progress meeting
 - b) Task oriented meeting
 - c) Decision making meeting
 - d) Information sharing meeting
11. The word “memo” is a short form for_____.
- a) Memory
 - b) Memorizing
 - c) Memorandum
 - d) Memoirs
12. In writing business letters, one has to be_____
- a) Formal
 - b) Friendly
 - c) Conventional
 - d) Dull
13. Which of the following is not a compulsory part of a business letter?
- a) Salutation
 - b) Close
 - c) Subject line
 - d) Body
14. Which of the following does not describe a report?
- a) Orderly
 - b) Subjective
 - c) Helps decision making
 - d) Helps in problem solving

15. "A meeting without an agenda is like a ship without a destination." This means that the meeting _____.
- a) Has no goal
 - b) Lacks leadership
 - c) Is conclusive
 - d) Is organised
16. A meeting with a large number of participants is suitable when the purpose of meeting is _____.
- a) Disseminate Information
 - b) Solve problems
 - c) Sell an idea
 - d) All of the above
17. What information is contained in the agenda of a meeting?
- a) Objective of the meeting
 - b) Minutes of meeting
 - c) Narrative Minutes
 - d) Decision Minutes
18. Memorising, reading, speaking from notes and impromptu speaking are _____.
- a) Methods of delivering a presentation
 - b) Methods of gathering information for presentation
 - c) method of concluding the presentation
 - d) None of above

19. In oral presentations, one needs to use techniques to prevent the audience from losing interest because it involves _____.
- a) A limited span of knowledge
 - b) A limited time span of attention
 - c) A definite span of control
 - d) None of them
20. Which statement describes the term sine die?
- a) "Without date" used in relation to an adjournment
 - b) Describes a person entitled to attend a meeting because of the importance of that persons position
 - c) Someone entitled to vote on another's behalf
 - d) A certain number of people who must be present to make a valid meeting
21. Which one of the following is a formal type of meeting?
- a) Middle management meeting
 - b) Working parties
 - c) Project groups
 - d) Committee meeting
22. A good meeting leader is responsible for the following except _____.
- a) Keeping the meeting moving along
 - b) Pacing the meeting and limiting the time spent on each item on the agenda.
 - c) Summarizing the meeting achievements
 - d) Writing minutes for the previous minutes
23. A good business report must satisfy the following criteria except _____.
- a) Utility
 - b) Formal

- c) Reliability
 - d) Readability
24. Which reports are usually written as short messages with natural and casual use of language?
- a) Regular and Routine Reports
 - b) Formal reports
 - c) Informal reports
 - d) Occasional Reports
25. A good meeting leader is responsible for the following except_____.
- a) Keeping the meeting moving along.
 - b) Pacing the meeting and limiting the time spent on each item on the agenda.
 - c) Summarizing the meeting achievements
 - d) Notices must be sent out to persons who will be attending the meeting

SECTION B: TRUE OR FALSE

[15 MARKS]

Answer ALL questions . Each question carries ONE (1) mark

State whether each of the following statements is TRUE or FALSE

1. In order to acknowledge the true nature of communication, one has to appreciate that communication is a process that happens in a vacuum.
2. Conflicts are destructive in business communication.

3. It is important to follow email etiquette to protect your business from liability.
4. Responding/Feedback stage of active listening includes showing interest but not clarifying the messages.
5. Active listeners constantly cycle through sensing, evaluating and responding during the conversation and engage in various activities to improve these processes.
6. Internet can only decrease and limit opportunities for person to person interactions.
7. Posture gives nonverbal cues about a communicator.
8. Inside address consists of the name and address of the sender.
9. House journals are a type of oral communication.
10. Signature is written above the complimentary close.
11. All managers of the organisation should be involved in a meeting irrespective of whether they contribute to the meeting or not.
12. A report is made after thorough enquiry.
13. Noise is a barrier to communication.
14. When one party talks and the other listens, while one party gets angry, and another party keeps focus on themselves, this can make communication difficult.
15. Egotism is an example of psychological noise.

SECTION C -SHORT ANSWER QUESTIONS

[10 MARKS]

Answer ALL questions from this section

1. Outline two purposes of communication in an organisation. **(2 marks)**

2. Explain the types of patterned interview. **(4 marks)**

3. What is a business report? **(1 mark)**

4. What is the difference between occasional reports and specially commissioned reports?
(2 marks)

5. What does the term Ex officio, refers to? **(1mark)**

SECTION D: ESSAY QUESTIONS

[50 MARKS]

Choose any two questions from this section.

QUESTION ONE

“Communication is a two way process of exchanging ideas or information between two human beings”. Explain this statement with the help of a diagram. (Support your answer with examples where there is need) **(25 marks)**

QUESTION TWO

Critically discuss the purpose of communication in an organisation and how they have so far assisted your organisation to achieve its goals. (Use an organisation of your choice to illustrate your answer.) **(25 marks)**

QUESTION THREE

You are the school nurse at Gaborone Technical College. You just consulted one learner who slipped and fell in the electrical workshop. The workshop had just been mopped and the floor was wet. Write a memorandum to the Workshop Supervisor reporting the incident. **(25 Marks)**

END OF EXAMINATION