BUSINESS COMMUNICATION

THIS EXAMINATION PAPER CONSISTS OF 3 SECTIONS:

SECTION A: CONSISTS OF:
(i) 10 MULTIPLE-CHOICE QUESTIONS (10 MARKS)
(ii) 5 TRUE OR FALSE QUESTIONS (10 MARKS)
(iii) 10 MATCHING-STATEMENT QUESTIONS (10 MARKS)
ANSWER ALL THE QUESTIONS

SECTION B: CONSISTS OF 12 SHORT QUESTIONS
ANSWER ALL THE QUESTIONS (50 MARKS)

SECTION C: CONSISTS OF 2 LONG ANSWER QUESTIONS
ANSWER ONE OF THE QUESTIONS (20 MARKS)

INSTRUCTIONS:

1. Read the following instructions carefully before answering the paper, as failure to act upon them will result in a loss of marks.
2. Write your answers in your answer book, which is provided in the exam.
3. Ensure that your name and student number are clearly indicated on your answer book.
4. Write your answers in either blue or black ink in your answer book.
5. Read each question very carefully before you answer it and number your answers exactly as the questions are numbered.
6. Begin with the question for which you think you will get the best marks.
7. Note the mark allocations for each question – give enough facts to earn the marks allocated. Don't waste time by giving more information than required.
8. You are welcome to use diagrams to illustrate your answers.
9. Please write neatly – we cannot mark illegible handwriting.
10. Any student caught cheating will have his or her examination paper and notes confiscated. The College will take disciplinary measures to protect the integrity of these examinations.
11. If there is something wrong with or missing from your exam paper or your answer book, please inform your invigilator immediately. If you do not inform your invigilator about a problem, the College will not be able to rectify it afterwards, and your marks cannot be adjusted to allow for the problem.
12. This paper may be removed from the examination hall after the examination has taken place.
SECTION A

ANSWER ALL THE QUESTIONS

(i) MULTIPLE-CHOICE QUESTIONS

Choose the correct option for each of the following. Write only the question number and your chosen answer. For instance, if you think that the correct answer for number 1 is (a), then write it as 1. (a).

1. A code is defined as:
   (a) a coherent set of symbols and rules.
   (b) a flashing light in different rhythms.
   (c) a non-coherent set of symbols and rules.
   (d) a flashing light with the same repeating rhythm.

2. The reverse of coding is:
   (a) discoding.
   (b) encoding.
   (c) decoding.
   (d) discontinued coding.

3. Which one of the following is an example of a code that we use every day?
   (a) morse code
   (b) Mike’s code
   (c) Maslow’s code
   (d) language

4. Which one of the following is not an example of mass media?
   (a) radio
   (b) television
   (c) a diary
   (d) a newspaper

5. Which one of the following is not an example of symbols?
   (a) written or spoken words
   (b) gestures
   (c) pictorial signs
   (d) listening

6. Which one of the following is our most important code?
   (a) the linguistic code
   (b) the morse code
   (c) numerical codes
   (d) mathematical codes
7. Which one of the following does not apply to kinesics?
   (a) facial expressions
   (b) eye contact
   (c) oral communication
   (d) body posture

8. Semantics is the study of the relationship between:
   (a) words and external reality.
   (b) words and internal reality.
   (c) words and any reality.
   (d) words and no reality.

9. Psychological noise is also referred to as:
   (a) internal noise.
   (b) external noise.
   (c) internal and external noise.
   (d) all sorts of different interferences.

10. Which one of the following refers to how people function in a designed working environment?
    (a) petronomics
    (b) ectronomics
    (c) economics
    (d) ergonomics

(ii) TRUE OR FALSE QUESTIONS

Indicate whether the following statements are true or false. Motivate all your answers.

1. The background of a person can be described as a simple system of knowledge, experience and skills stored in the brain of an individual.

2. Opinions are a reliable source of information.

3. A poorly bound report is an example of external noise distraction.

4. Kinesics is most of the time conscious decisions.

5. Coding factors fall into the external barriers category of communication. [5 × 2 = 10]
(iii) **MATCHING-STATEMENT QUESTIONS**

Match the statements in Column B to the statements in Column A. Write down the answers only, for example 1. (a).

<table>
<thead>
<tr>
<th>Column A</th>
<th>Column B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. external noise</td>
<td>(a) lexicon</td>
</tr>
<tr>
<td>2. internal noise</td>
<td>(b) kinesics</td>
</tr>
<tr>
<td>3. perception of reality</td>
<td>(c) world view</td>
</tr>
<tr>
<td>4. list of words</td>
<td>(d) meaning</td>
</tr>
<tr>
<td>5. body language codes</td>
<td>(e) structure</td>
</tr>
<tr>
<td>6. views that usually cannot be verified by experiment, logical argument or historical records</td>
<td>(f) beliefs</td>
</tr>
<tr>
<td>7. a term used to describe information that cannot be proved but can be validated by statistics</td>
<td>(g) mathematical probability</td>
</tr>
<tr>
<td>8. semantics</td>
<td>(h) sound</td>
</tr>
<tr>
<td>9. phonology</td>
<td>(i) physical noise</td>
</tr>
<tr>
<td>10. grammar</td>
<td>(j) psychological noise</td>
</tr>
</tbody>
</table>
SECTION B: SHORT QUESTIONS (50 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
Background can be described as a complex system of knowledge, experience and skills stored in the brain of an individual. This system is determined by a number of factors. List five of these factors. [5]

QUESTION 2
Define a message. [2]

QUESTION 3
We can evaluate a person’s background by dividing it into four headings of which codes are one. Name the five components of codes. [5]

QUESTION 4
Define a fact. [2]

QUESTION 5
The tone of our message is influenced by our attitude towards five factors. Name these factors. [5]

QUESTION 6
List the five aspects of an audience. [5]

QUESTION 7
The situation in which communication takes place can affect its effectiveness. In situation analysis, we look at two main factors that can affect communication. Identify the two factors. [2]

QUESTION 8
In any organisation, the executive group is responsible for the maintenance of a communication system. This communication system consists of a number of interdependent systems. Name the seven systems. [7]
QUESTION 9
List five types of media used by the community system. [5]

QUESTION 10
Identify three advantages and two disadvantages of the matrix structure. [5]

QUESTION 11
What are the six main categories of media? [6]

QUESTION 12
Who described the spoken word as 'live communication'? [1]

[50]
SECTION C: LONG ANSWER QUESTIONS (20 MARKS)

ANSWER ONE OF THE QUESTIONS

QUESTION 1

The following are examples of speech aids. List the advantages and disadvantages of each as indicated below:

(a) *black and white boards* – three advantages and two disadvantages (4)
(b) *flip chart* – three advantages and two disadvantages (4)
(c) *overhead projector* – three advantages and two disadvantages (4)
(d) *slide projector* – two advantages and three disadvantages (4)
(e) *real exhibits* – two advantages and three disadvantages (4) [20]

OR

QUESTION 2

Organisations conduct interviews for different reasons. List and briefly discuss the five types of interviews. [5 × 4 = 20]

[20]

Section A: 30 marks
Section B: 50 marks
Section C: 20 marks
TOTAL: 100 MARKS