NOVEMBER 2013 EXAMINATION

DATE: 13 NOVEMBER 2013

TIME: 09H00 – 11H00

TOTAL: 100 MARKS

DURATION: 2 HOURS

PASS MARK: 40%

(PC-52)

BUSINESS COMMUNICATION

THIS EXAMINATION PAPER CONSISTS OF 4 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 3 SHORT QUESTIONS

ANSWER ALL THE QUESTIONS (10 MARKS)

SECTION C:
CONSISTS OF 7 LONG ANSWER QUESTIONS

ANSWER ALL THE QUESTIONS (40 MARKS)

SECTION D:
CONSISTS OF 3 INTERPRETATIVE QUESTIONS

ANSWER ANY 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.
(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 lot of the speech-making principles and techniques that we use today are based on ______ findings:
   
   (a) Latin  
   (b) Roman  
   (c) American  
   (d) Greek  

2. The preferred medium of communication in business is ______.
   
   (a) the written word  
   (b) the human voice  
   (c) graphics  
   (d) pictures  

3. Plato was a ______ philosopher.
   
   (a) Roman  
   (b) Dutch  
   (c) Greek  
   (d) South African  

4. Plato described the spoken word as ______ communication.
   
   (a) live  
   (b) oral  
   (c) spoken  
   (d) verbal  

5. ______ oral communication is the most effective form of oral communication:
   
   (a) Telephonic  
   (b) Face-to-face  
   (c) Group  
   (d) Graphic  

6. ______ oral communication is a very effective way of increasing common background:
   
   (a) Face-to-face  
   (b) Telephonic  
   (c) Group  
   (d) Graphic
7. Because of the ______ of oral messages, oral communication is not satisfactory for long-range planning or policy decisions.
   (a) permanence  
   (b) graphics  
   (c) impermanence  
   (d) nature

8. Sometimes the _____ nature of oral communication creates a breeding ground for animosity and strong feeling:
   (a) personified  
   (b) practical  
   (c) priceless  
   (d) personal

9. An _____ may be defined as an oral interaction between two or more people:
   (a) internal meeting  
   (b) interview  
   (c) external meeting  
   (d) extra meeting.

10. Remember that the person you are interviewing is on _____ ground.
    (a) familiar  
    (b) neutral  
    (c) unfamiliar  
    (d) office

(ii) **TRUE OR FALSE QUESTIONS**

Indicate whether the following statements are True or False. Motivate all your answers.

1. Reprimand interviews deal with serious employee breaches of the organisation's instructions or policies.

2. 'OK' is not a form of slang.

3. 'Ethos' means logical reason.

4. One can normally prepare very well for an impromptu speech.

5. Situation analysis covers both the physical situation and the personal relations.
(iii) **MATCHING-STATEMENT QUESTIONS**

Match the statements in Column A to the terms in Column B. 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. earliest programmable computer</td>
<td>(a) Maxwell</td>
</tr>
<tr>
<td>2. existence of radio waves</td>
<td>(b) Hertz</td>
</tr>
<tr>
<td>3. radio waves demonstrated in laboratory</td>
<td>(c) 1920</td>
</tr>
<tr>
<td>4. radio broadcasting</td>
<td>(d) Gutenburg</td>
</tr>
<tr>
<td>5. movable type</td>
<td>(e) developed by Chinese</td>
</tr>
<tr>
<td>6. combined movable type with a press</td>
<td>(f) Bell</td>
</tr>
<tr>
<td>7. combined a simple code with a reliable instrument</td>
<td>(g) Samuel Morse</td>
</tr>
<tr>
<td>8. first telegraph</td>
<td>(h) 1844</td>
</tr>
<tr>
<td>9. telephone invented by</td>
<td>(i) 1876</td>
</tr>
<tr>
<td>10. first telephone</td>
<td>(j) Colossus</td>
</tr>
</tbody>
</table>
SECTION B: SHORT QUESTIONS (10 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
Name two examples of printed mass media. [2]

QUESTION 2
Provide two examples of oral face-to-face communication. [2]

QUESTION 3
(a)  i.   What normally prescribes the communication of a Board of Directors? (1)
      ii.  Name two types of media used by the shareholder system. (2)
(b)   What is the purpose of the shareholder system? (3) [6]

                                [10]
SECTION C: LONG ANSWER QUESTIONS (40 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1

Identify and explain this structure. [7]

QUESTION 2

Describe two advantages and three disadvantages of the structure identified in Question 1. [5]

QUESTION 3

List three ways of overcoming the problems of the structure identified above. [3]

QUESTION 4

Discuss the 'old boy network' as a form of informal organisational communication. [9]

QUESTION 5

List four advantages of oral communication [4]

QUESTION 6

List five important things to consider when planning for your interview. [5]

QUESTION 7

According to Maslow's hierarchy of needs, every human being has seven basic needs. List these needs in their correct levels. [7]
SECTION D: INTERPRETATIVE QUESTIONS (20 MARKS)

ANSWER ANY ONE OF THE QUESTIONS

QUESTION 1

(a) One of the principles of public speaking is establishing credibility. Discuss how you do that. (5 × 2 = 10)

(b) An impromptu speech is given with little or no preparation or warning. Such speeches are often called for in business. It is advisable to have a basic strategy that can be applied to various situations. Provide one such a strategy. (5 × 2 = 10) [20]

OR

QUESTION 2

Discuss the following speech aids with specific reference to advantages and disadvantages of each aid as indicated below:

- Audio recorder and player
- Video recorder and player
- Real Exhibits
- Models
- Hand outs

[20]

OR
QUESTION 3

Good skills in letter and report writing are essential for any business person. Various guidelines are available to help you present a well-written document.

(a)  i. Discuss five points to consider for the layout of a letter. (5)
    ii. Discuss five characteristics of a good report. (5)

(b) Name and briefly discuss any five of the guidelines that can be used in any type of business writing. (5 × 2 = 10) [20]