NOVEMBER 2013 EXAMINATION

DATE: 4 NOVEMBER 2013
TIME: 09H00 – 11H00
TOTAL: 100 MARKS
DURATION: 2 HOURS
PASS MARK: 40%

(DBM-02)
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 10 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  (30 MARKS)

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. When the manager asks the secretary for the date of the meeting, the manager is the _____ in the communication process.
   (a) encoder
   (b) coder
   (c) receiver
   (d) sender

2. The manager uses English in his question to the secretary because that is the language they both understand, therefore in the communication process the message is then _____.
   (a) encoded
   (b) coded
   (c) decoded
   (d) related to

3. The _____ is the information that is conveyed during the process of communication.
   (a) code
   (b) précis
   (c) message
   (d) paragraph

4. When the manager asks the question of the secretary, the secretary is the _____ in the communication process.
   (a) encode
   (b) receiver
   (c) coder
   (d) messenger

5. When the manager asks the secretary the question face-to-face, the _____ is the channel or medium of communication in the communication process.
   (a) memo
   (b) e-mail
   (c) letter
   (d) voice
6. Intrapersonal communication is communication with:
   (a) oneself.
   (b) an internal colleague.
   (c) an internal team.
   (d) a group of people.

7. Interpersonal communication is:
   (a) communication with oneself.
   (b) communication between people.
   (c) communication by body language.
   (d) no communication at all.

8. Extrapersonal communication is communication:
   (a) between a person and an animal, an object or a plant.
   (b) between two groups.
   (c) between two people.
   (d) with oneself.

9. Mass communication is communication between the sender and:
   (a) a large number of people who know one another.
   (b) an animal, an object or a plant.
   (c) one other person.
   (d) a large number of people who do not know one another.

10. Research shows that _______% of our communication at work is non-verbal:
    (a) 70
    (b) 60
    (c) 80
    (d) 40

(ii) **TRUE OR FALSE QUESTIONS**

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

1. The study of different types of non-verbal communication is called semiology.

2. Kinesics does not refer to body movements like gestures, facial expressions and posture.

3. Kinesics is seldom culture specific.

4. The study of distance, space or contact in human communication is called proxemics.

5. The half-metre space between a sender and receiver is called the personal zone.
(iii) **MATCHING-STATEMENT QUESTIONS**

Match the statements in Column B to the terms 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. acoustic semiology</td>
<td>(a) voice qualities like tone, pace and rhythm</td>
</tr>
<tr>
<td>2. paralinguistics</td>
<td>(b) the speed of our words</td>
</tr>
<tr>
<td>3. pitch</td>
<td>(c) the way a person articulates and pronounces words</td>
</tr>
<tr>
<td>4. tempo and rhythm</td>
<td>(d) communication using touch</td>
</tr>
<tr>
<td>5. intensity</td>
<td>(e) communication by sounds or signals other than words</td>
</tr>
<tr>
<td>6. accent</td>
<td>(f) a shrill voice</td>
</tr>
<tr>
<td>7. tacesics</td>
<td>(g) the use of words to convey feeling rather than meaning</td>
</tr>
<tr>
<td>8. phatic communion</td>
<td>(h) desire to fulfil one's potential</td>
</tr>
<tr>
<td>9. self-image</td>
<td>(i) one's idea of what one is</td>
</tr>
<tr>
<td>10. self-actualisation</td>
<td>(j) the emotion behind a sender's words</td>
</tr>
</tbody>
</table>
SECTION B: SHORT QUESTIONS (50 MARKS)

ANSWER ALL THE QUESTIONS

**QUESTION 1**
List five ways to overcome barriers to effective communication. [5]

**QUESTION 2**
Define 'ethnocentricity'. [2]

**QUESTION 3**
Define 'stereotyping'. [2]

**QUESTION 4**
Name four types of communication barriers that could ruin an interview. [4]

**QUESTION 5**
You have been invited to an interview. You have prepared very well and really want to make an impression. List ten actions to avoid in an interview. [10]

**QUESTION 6**
Define 'mass media'. [3]

**QUESTION 7**
Name the four main types of media involved in mass communication and provide an example of each. [4 \times 2 = 8]

**QUESTION 8**
List five characteristics of mass communication. [5]

**QUESTION 9**
List ten aspects covered by a constitution. [10]

**QUESTION 10**
What does the acronym NGO stand for? [1]
QUESTION 1
Discuss the following criticisms of advertising:
(a) Economic wastefulness (4)
(b) Becoming a monopoly (4)
(c) Overexposure (4)
(d) Materialism (4)
(e) Stimulation of false needs (4) [20]

OR

QUESTION 2
You have been chosen to chair a meeting. As the chairperson you will have many duties and powers to exercise during and after a meeting.
List ten duties of a well-prepared chairperson. [10 x 2 = 20] [20]