## BUSINESS ADMINISTRATION: FUNDAMENTALS

This examination paper consists of 4 sections:

### SECTION A:
- **Consists of:**
  1. 10 multiple-choice questions (10 marks)
  2. 5 true or false questions (10 marks)
  3. 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 3 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.

**Note:** You need to use a ruler and coloured pencils for the graphics.
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. Which one of the following describes the term 'syntax'?
   
   (a) the text surrounding a word or passage or the words, phrases or passages that come before and after a particular word or passage in a speech or piece of writing
   (b) is made up of many interrelated parts
   (c) the way in which you can look at an unfamiliar word and try to see whether you can work out its meaning from its context
   (d) the organisation of words in sentences, and the ordering of and relationship between words and other structural elements in phrases and sentences

2. Which one of the following applies to discursive writing?
   
   (a) the text presents the writer's thoughts and reflections on looking back on a process, experience, person, memory, event, etc
   (b) the writer presents an argument for or against a topic
   (c) the writer presents a description of a subject such as an object, person, scene or experience
   (d) the writer presents a discussion on a controversial topic by presenting both sides of an argument

3. Factors that confuse and distort the communication process are called communication barriers or noise. Which one of the following is not a communication barrier?

   (a) physical noise
   (b) psychological noise
   (c) the manager's role
   (d) semantics

4. Which one of the following describes a motion in a meeting?

   (a) referring to the general feeling of the members in the meeting
   (b) a way of calling the attention of the chairperson to the fact that a person thinks an irregularity in procedure has taken place
   (c) a group of people who is accountable to a higher authority
   (d) a formal proposal put to a meeting
5. Your colleague reacts negatively to a question you asked and insults your own knowledge and the institution where you studied. This makes you angry and you react by insulting her back. This type of conflict is called:

(a) inter-group conflict.
(b) internal conflict.
(c) inter-personal conflict.
(d) conflict between an individual and a group.

6. Which of the following form part of visual communication?

(a) colour
(b) charts
(c) video tapes
(d) All of the above.

7. A neologism is:

(a) an informal word or phrase that is more common in casual conversation than in formal speech or writing.
(b) informal language that is non-standard.
(c) a newly created word or phrase. It can also refer to a recently extended meaning of an existing word or phrase.
(d) a specialist language used by a particular group, profession, or culture that is not generally understood or used by other people.

8. Which of the following are some common conflict resolution mechanisms?

(a) dominance and suppression
(b) seeking a compromise
(c) integrative problem solving
(d) All of the above.

9. Oral communication consists of certain key elements, e.g. pace. Pace refers to:

(a) a small break in our delivery.
(b) the speed in performance, the degree of urgency or sharpness with which we deliver an oral communication.
(c) emphasis.
(d) the amount of sound we make.

10. A simple sentence is:

(a) used to describe more difficult sentences
(b) used to describe two simple sentences that are joined by using a common joining word such as 'but' or 'and'
(c) one that contains a single verb.
(d) None of the above.
(ii) **TRUE OR FALSE QUESTIONS**

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

1. Generalisation is oversimplified, standardised images or ideas held by one person or group of another

2. If your objectives are specific, it means that you are able to measure your progress.

3. A visual aid can be defined as a visible instructional aid, like a facial expression.

4. The win-win approach is based on power.

5. To summarise is to restate something using other words, especially in order to make it simpler or shorter. [5 × 2 = 10]

(iii) **MATCHING-STATEMENT QUESTIONS**

Match the terms 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. Juan and Arturo play football every afternoon</td>
<td>(a) intonation</td>
</tr>
<tr>
<td>2. the manager keeps the two parties apart until the situation is resolved</td>
<td>(b) mind-mapping</td>
</tr>
<tr>
<td>3. friends of the chancellor revealed that he had described labour MPS as disappointing ‘numpties’</td>
<td>(c) simple sentence</td>
</tr>
<tr>
<td>4. to organise and begin shaping the letter</td>
<td>(d) arbitration or mediation</td>
</tr>
<tr>
<td>5. the pitch of your voice</td>
<td>(e) brainstorming</td>
</tr>
<tr>
<td>6. I tried to speak Spanish, and my friend tried to speak English</td>
<td>(f) complex sentence</td>
</tr>
<tr>
<td>7. to sort and sift ideas</td>
<td>(g) colloquialism</td>
</tr>
<tr>
<td>8. to mobilise ideas</td>
<td>(h) highlighting</td>
</tr>
<tr>
<td>9. the conflicting parties submit to the decision of a third party</td>
<td>(i) separation</td>
</tr>
<tr>
<td>10. Juan and Maria went to the movies after they finished studying</td>
<td>(j) compound sentence</td>
</tr>
</tbody>
</table>

[10]

[30]
SECTION B: SHORT QUESTIONS

(10 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1

Before you start writing, you need to clarify the purpose of the text you are writing, think about who you are addressing, and also consider the context in which the reader or readers will receive your text.

With this in mind, define ‘register’. [2]

QUESTION 2

Define the term ‘written communication’. [2]

QUESTION 3

(a) i. What is the meaning of complex term when making use of different strategies to interpret and use information from texts? (1)

ii. Explain the difference between a fact and an opinion. (2)

(b) Name the three approaches when confronting a problem. (3) [6]
SECTION C: LONG ANSWER QUESTIONS

(40 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1

(a) In order for communication in a group setting to be effective, group members have to understand certain elements or components of a group.

Name five elements or components of a group. (5)

(b) Briefly discuss the key elements required to conduct an effective interview. (5) [10]

QUESTION 2

There are certain key elements that can determine if negotiations are successful. Identify the responsibilities of the negotiator to ensure successful negotiations. [10]

QUESTION 3

(a)  
   i. Give the factors to be considered when writing a memorandum. (5)
   ii. Name five kinds of conflict situations. (5)

(b) Identify and briefly describe five types of writing genres. (5 × 2 = 10) [20]

[40]
QUESTION 1

(a) Write a summary of the following news release:

The so-called 'forces of change', which had resisted ANC president Jacob Zuma's re-election, were voted out of the party's national executive committee on Thursday.

None of those who contested the top six leadership posts without success earlier this week made it onto the 80-member NEC of the African National Congress.

Human settlements minister Tokyo Sexwale, who lost his bid for deputy president of the party, was number ten on the NEC list at the last ANC elective conference in Polokwane in 2007.

This time around, he did not make it.

Neither did former treasurer-general Mathews Phosa, who also contested the deputy presidency, nor former deputy secretary-general Thandi Modise.

Gauteng chairperson Paul Mashatile and sport minister Fikile Mbalula, who was number fifteen on the NEC in 2007, were also excluded.

The five had automatically been put on the nomination list after they lost in the top six officials election at the 53rd ANC national conference in Mangaung.

Deputy President Kgalema Motlanthe, who failed to challenge the party presidency, did not make himself available for election on the NEC.

History seemed to be repeating itself.

In 2007, when former president Thabo Mbeki lost the party presidency to Zuma, many of his allies did not make it onto the NEC list either.

That year, those excluded from the NEC were then deputy president Phumzile Mlambo-Ngcuka, and then cabinet ministers Alec Erwin, Geraldine Fraser-Moleketi, Essop Pahad, Thoko Didiza, Sydney Mufamadi, Ronnie Kasrils and Ngconde Balfour, or director general in the presidency at the time, Frank Chikane.

The most popular NEC member of the Stellenbosch elective conference in 2002, Trevor Manuel, did not make himself available for election this year.

Struggle stalwart Winnie Madikizela-Mandela, the ex-wife of former president Nelson Mandela, topped the NEC list in 2007.

This year, she was second-last on the list and the announcement of her name failed to draw any cheers.

Those who received the loudest cheers by delegates this year included sacked police commissioner Bheki Cele and former Gauteng housing MEC Humphreys Mmemezi, who was fired for misusing a state-issued credit card.
So did former ANCYL treasurer Pule Mabe and Zuma's media adviser Zizi Kodwa.

The new NEC also included several Cabinet ministers and AU commission chair Nkosazana Dlamini-Zuma, as well as ANC spokesperson Jackson Mthembu.

Delegates sang as the new members joined the party's top six on stage.

’Siwelewele Zumantashe…!!’ they sang in a soccer celebration, stomping their feet, and waving party flags.

With two fingers in the air, indicating their support for Zuma's second term as ANC leader, they blew whistles and danced.

Cabinet ministers on the list are Public Enterprises Minister Malusi Gigaba, Public Service Minister Lindiwe Sisulu, Minister in the Presidency Collins Chabane, Justice Minister Jeff Radebe, Home Affairs Minister Naledi Pandor, Science and Technology Minister Derek Hanekom, Finance Minister Pravin Gordon, Police Minister Nathi Mthethwa and National Assembly Speaker Max Sisulu.

Former reserve bank governor Tito Mboweni, and former arts and culture minister Pallo Jordan were also elected.

Trade unionists who made it to the NEC were Congress of SA Trade Unions president Sidumo Dlamini, and Nehawu general secretary Fikile Majola.

(b) Examine the following scenario and explain the steps for dealing with conflict, to ensure an amicable solution:

You are at work. You have been assigned an exciting, highly visible project. You cannot wait to get started. You arrive at your first team meeting ready to rock and roll. You take one look around and you immediately hone in on several scowling faces. Almost immediately, you are confronted and a conflict ensues. Your excitement quickly diminishes as you realise you have your work cut out for you.

(10) [20]

OR

QUESTION 2

Read the following information provided by the media and answer the questions that follow:

ANC big 6 announced

Cii News | 18 December 2012

Mangaung, Free State – The results of the elections for the top six positions in the ANC were announced on Tuesday afternoon at the party's 53rd elective conference in Mangaung.

Incumbent leader Jacob Zuma received an overwhelming 2983 votes, compared to ex South African caretaker president Kgalema Motlanthe's 991 votes, leaving him at the helm of the ANC.
The announcement of the results sparked what was defined as deafening cheers by the supporters.

Motlanthe's decision to decline candidacy for deputy president, meant it was a three horse race between Cyril Ramaphosa, Mathews Phosa and Tokyo Sexwale for the position. Zuma's new wingman will be billionaire businessperson Cyril Ramaphosa. His 3018 votes blasted his opponents out of the water, with Phosa getting 470 votes and Sexwale getting an even less 463 votes.

The title of ANC secretary general stays with Gwede Mantashe. His tally of 3058 votes, dwarfed the votes of his only rival for the position, Fikile Mbalula, who received 901 votes.

Jessie Duarte's appointment was confirmed after running unopposed for the position of deputy secretary general.

Baleka Mbete also retained her position as ANC chairperson. Mbete also overshadowed her challenger Thandi Modise by a large margin, which seemed to have become the trend of wins for the afternoon. She received 3010 votes, while Modise received 939.

ANC, KwaZulu-Natal chairperson Zweli Mkhize defeated his ANC counterpart Paul Mashatile by 2988 votes to 961 for the position of treasurer general of the party.

(a) Design a table containing the results for the top six positions in the ANC camp. (10)

(b) Design a bar graph representing the above results. (10) [20]

OR

QUESTION 3

(a) i. Match the terms 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. end-user perspective</td>
<td>(a) neologism</td>
</tr>
<tr>
<td>2. emo</td>
<td>(b) dialect</td>
</tr>
<tr>
<td>3. complaining</td>
<td>(c) jargon</td>
</tr>
<tr>
<td>4. ain't</td>
<td>(d) satire</td>
</tr>
<tr>
<td>5. 'The Daily Show'</td>
<td>(e) slang</td>
</tr>
</tbody>
</table>

(5)
ii. Match the terms in Column B to the expressions 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>![Icon 1]</td>
<td>(a) disgust</td>
</tr>
<tr>
<td>![Icon 2]</td>
<td>(b) fear</td>
</tr>
<tr>
<td>![Icon 3]</td>
<td>(c) sadness</td>
</tr>
<tr>
<td>![Icon 4]</td>
<td>(d) anger</td>
</tr>
<tr>
<td>![Icon 5]</td>
<td>(e) surprise</td>
</tr>
</tbody>
</table>

(b) Explain the difference between jargon and slang.  

Section A: 30 marks  
Section B: 10 marks  
Section C: 40 marks  
Section D: 20 marks  
TOTAL: 100 MARKS