# JUNE 2013 EXAMINATION

**DATE:** 14 JUNE 2013  
**TIME:** 14H00 – 17H00  
**TOTAL:** 100 MARKS  
**DURATION:** 3 HOURS  
**PASS MARK:** 40%

## BUSINESS COMMUNICATION

This examination paper consists of 4 sections:

<table>
<thead>
<tr>
<th>Section</th>
<th>Consists Of:</th>
<th>Marks</th>
</tr>
</thead>
</table>
| A       | (i) 10 multiple-choice questions  
(ii) 5 true or false questions  
(iii) 10 matching-statement questions | (10 MARKS) |
| B       | 3 short questions                                                            | (10 MARKS) |
| C       | 3 long answer questions                                                      | (40 MARKS) |
| D       | 3 interpretative 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. Which one of the following would you use in the sentence below?
The girls books are all covered in plastic
   (a) '  
   (b) -  
   (c) !  
   (d) ?

2. Which one of the following will you use in the sentence below?
The girls cried out loud
   (a) '  
   (b) -  
   (c) !  
   (d) ?

3. A semi colon is:
   (a) '  
   (b) ;  
   (c) :  
   (d) ?

4. A colon is.
   (a) '  
   (b) ;  
   (c) :  
   (d) ?

5. A dash is:
   (a) '  
   (b) ?  
   (c) ;  
   (d) –
6. Parentheses are:
   (a) ( )
   (b) [ ]
   (c) { }
   (d) ?

7. Brackets are:
   (a) ( )
   (b) [ ]
   (c) { }
   (d) ?

8. A hyphen is:
   (a) :
   (b) !
   (c) ?
   (d) -

9. Which one of the following is missing in the sentence which follows?
   I wish I could ask as many questions as I like
   (a) .
   (b) ,
   (c) ”
   (d) ?

10. Which one of the following is missing in the sentence which follows?
    May I ask as many questions as I like
    (a) .
    (b) ?
    (c) /
    (d) !
(ii) **TRUE OR FALSE QUESTIONS**

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

1. 'John laughed'. The noun in this sentence is the object of the verb.
2. 'John kicked the ball'. The noun in this sentence is the subject of the verb.
3. 'John laughed at Mary'. In this sentence the noun is the object after a preposition.
4. 'Man' is an abstract noun.
5. 'John' is a collective noun. [5 x 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. active voice</td>
<td>(a) subjective language</td>
</tr>
<tr>
<td>2. passive voice</td>
<td>(b) I was annoyed by his behaviour</td>
</tr>
<tr>
<td>3. based on facts and truths</td>
<td>(c) formal style</td>
</tr>
<tr>
<td>4. personal opinion, which may be true</td>
<td>(d) objective language</td>
</tr>
<tr>
<td>5. very formal</td>
<td>(e) 1st person</td>
</tr>
<tr>
<td>6. no slang</td>
<td>(f) informal language</td>
</tr>
<tr>
<td>7. slang may occur</td>
<td>(g) 2nd person</td>
</tr>
<tr>
<td>8. <em>I am angry</em></td>
<td>(h) frozen</td>
</tr>
<tr>
<td>9. <em>he is angry</em></td>
<td>(i) 3rd person</td>
</tr>
<tr>
<td>10. <em>you are angry</em></td>
<td>(j) his behaviour annoyed me</td>
</tr>
</tbody>
</table>

[10] [30]
SECTION B: SHORT QUESTIONS (10 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
Give the names of two types of sentences. [2]

QUESTION 2
Provide the plural forms of:
• quiz [2]
• supply

QUESTION 3
(a) i. Which is the correct plural form for cargo? Cargos or cargoes or both? (1)
ii. Provide the singular forms of:
• mice (2)
• trout
(b) Give the three criteria for a simple sentence. (3) [6]

[10]
SECTION C: LONG ANSWER QUESTIONS  

(40 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1

(a) List five interrogative pronouns.  

(b) List five kinds of nouns.  

QUESTION 2

Define the following parts of a sentence:

(a) subject  
(b) predicate  
(c) object  
(d) phrase  
(e) clause

QUESTION 3

(a) i. Identify the main clauses as well as the subordinate clauses in the following compound-complex sentence.

The secretary, who started earlier this month, answered the telephone politely, and the manager, who was passing through reception, welcomed the visitor that stood at the counter.  

ii. Correct the following sentences:

He closed quickly the door.  
We fortunately delivered the goods on time.  
Don't speak so loud.  
He ran away usually.  
He ran away quickly.  

(b) Give three instances in which capital letters must be used, and provide an example of each in the form of a sentence.

In addition, give two instances where capital letters must not be used. Include sentences to illustrate your understanding.
SECTION D: INTERPRETATIVE QUESTIONS (20 MARKS)

ANSWER ONE OF THE QUESTIONS

QUESTION 1

(a) In tabular format, discuss the differences between non-verbal and verbal communication. (10)

(b) Name and explain by means of examples five types of gesture. (5 × 2 = 10) [20]

OR

QUESTION 2

Identify the nine elements of communication in the correct order, according to the Jacobson model. Briefly explain each of the elements. [20]

OR

QUESTION 3

(a) i. Give the past tense of the following words:
   - blow (1)
   - dig (1)
   - hit (1)
   - lead (1)
   - spend (1)

ii. Provide the five functions of conjunctions. (5)

(b) Name and explain five factors that contribute to perceptual barriers. (10) [20]