JUNE 2013 EXAMINATION

DATE: 7 JUNE 2013

TIME: 14H00 – 16H00

TOTAL: 100 MARKS

DURATION: 2 HOURS

PASS MARK: 40%

(VOC-1202)
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 7 SHORT QUESTIONS

ANSWER ALL THE QUESTIONS (50 MARKS)

SECTION C: CONSISTS OF 2 LONG ANSWER QUESTIONS

ANSWER ONE 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. The basic purpose of communication is to share:
   
   (a) knowledge.
   (b) mutual understanding.
   (c) acceptance.
   (d) skills.

2. A fact is information that can be:
   
   (a) defended.
   (b) proven.
   (c) altered.
   (d) falsified.

3. The easiest way to input a message into a medium is by:
   
   (a) the human voice.
   (b) hand manipulation.
   (c) writing.
   (d) keyboard input.

4. Feedback is best given:
   
   (a) in writing.
   (b) visually.
   (c) face to face.
   (d) after a delay.

5. The line structure in an organisation is also called:
   
   (a) functional structure.
   (b) military structure.
   (c) committee structure.
   (d) matrix structure.

6. A good negotiator will make a point of studying non-verbal behaviour as this often gives away:
   
   (a) information.
   (b) secrets.
   (c) anger.
   (d) fear.
7. Pathos refers to:
   (a) logic.
   (b) reasoning.
   (c) needs.
   (d) credibility.

8. A rhetorical question engages the:
   (a) person.
   (b) statistic.
   (c) heart.
   (d) mind.

9. Memoranda or memos are usually used for communications that are:
   (a) external.
   (b) internal.
   (c) formal.
   (d) verbal.

10. A report is usually:
    (a) concise.
    (b) opinionated.
    (c) detailed.
    (d) personal. [10]

(ii) TRUE OR FALSE QUESTIONS

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

1. Situation is the context in which the message is only received.
2. People's backgrounds do not affect their communication.
3. The medium is the physical system that carries the message from the sender to the receiver.
4. Semantics is the study of the relationship between words and external reality.
5. Media output usually takes the form of only visual messages. [5 x 2 = 10]
(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. ambiguous</td>
<td>(a) an oral interaction</td>
</tr>
<tr>
<td>2. decoding</td>
<td>(b) dependent on audience</td>
</tr>
<tr>
<td>3. organisation</td>
<td>(c) a set of roles within a communication network</td>
</tr>
<tr>
<td>4. interview</td>
<td>(d) more than one meaning</td>
</tr>
<tr>
<td>5. briefing</td>
<td>(e) a proposal supported by others</td>
</tr>
<tr>
<td>6. negotiating</td>
<td>(f) preparation</td>
</tr>
<tr>
<td>7. counselling</td>
<td>(g) all the information</td>
</tr>
<tr>
<td>8. resolution</td>
<td>(h) understanding a coherent set of symbols</td>
</tr>
<tr>
<td>9. style of writing</td>
<td>(i) advice</td>
</tr>
<tr>
<td>10. completeness</td>
<td>(j) satisfying some needs</td>
</tr>
</tbody>
</table>
SECTION B: SHORT QUESTIONS (50 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
Communication between the various parts of an organisation is sometimes described as vertical, horizontal and diagonal communication.

Explain each type of communication together with an example to demonstrate your understanding. [3 \times 4 = 12]

QUESTION 2
The diagram below represents Maslow’s hierarchy of needs.

Explain briefly what each level means and include an example.

\[5 \times 2 = 10\]

QUESTION 3
In table format, list the advantages and disadvantages of the matrix structure.

\[
\begin{array}{|c|c|}
\hline
\text{Advantages} & \text{Disadvantages} \\
\hline
\hline
\end{array}
\]

[6]

QUESTION 4
Name the five most common types of line manager interviews. [5]

QUESTION 5
Explain the term grapevine as an informal communication network. [2]
QUESTION 6
Both oral and written communication have their proper place in business communication when we look for the most effective medium to convey a message.

(a) List five advantages of written communication. (5)

(b) List four disadvantages of oral communication. (4) [9]

QUESTION 7
Identify the six media types that dominate our communication today. [6] [50]
SECTION C: LONG ANSWER QUESTIONS (20 MARKS)

ANSWER ONE OF THE QUESTIONS

QUESTION 1

Letter requesting accommodation

Write a letter to the general manager of the One and Only Hotel in Cape Town requesting accommodation for yourself and your partner during December 2013. You will be arriving on 20 December 2013 and will depart on 27 December 2013. You will need a double room with two double beds and your stay should include breakfast every day.

<table>
<thead>
<tr>
<th>Layout</th>
<th>(5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content</td>
<td>(10)</td>
</tr>
<tr>
<td>Language and style</td>
<td>(5)</td>
</tr>
</tbody>
</table>

OR

QUESTION 2

Media comparison

As the manager of Sylvan’s, a local Bed & Breakfast, you regularly place orders for fruit weeks in advance. In spite of an agreement with the supplier of fresh fruit that deliveries would take place once every week on a Monday, the last two deliveries have been late on Friday afternoon, resulting in the delay of certain dishes on the menu.

The supplier is the Organic Food Growers and the address is P.O. Box 488 Paarl, 7099.

You would have liked to visit the supplier in person, but because of organisational crises you are unable to do so immediately. As the matter is urgent, you have the choice of writing or telephoning.

Evaluate the two media in terms of their strengths and weaknesses and decide which one is best suited to your purpose. [20]

[20]

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