NOVEMBER 2013 EXAMINATION

DATE: 8 NOVEMBER 2013
TIME: 14H00 – 16H00 TOTAL: 100 MARKS
DURATION: 2 HOURS PASS MARK: 40%

(VOC-1202)
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 6 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. The existence of radio waves was forecast by:
   (a) Maxwell.
   (b) Hertz.
   (c) Morse.
   (d) Gutenberg.

2. The existence of radio waves was forecast in:
   (a) 1890.
   (b) 1820.
   (c) 1870.
   (d) 1810.

3. The existence of radio waves was demonstrated by:
   (a) Maxwell.
   (b) Hertz.
   (c) Morse.
   (d) Gutenberg.

4. The existence of radio waves was demonstrated in:
   (a) 1887.
   (b) 1890.
   (c) 1880.
   (d) 1870.

5. Radio broadcasting as a mass medium began in:
   (a) 1910.
   (b) 1930.
   (c) 1940.
   (d) 1920.

6. The earliest programmable computer was developed in:
   (a) South Africa.
   (b) Greece.
   (c) England.
   (d) America.
7. The earliest programmable computer was called:
   (a) Colosseum.
   (b) Colossal.
   (c) Colossi.
   (d) Colossus.

8. The earliest programmable computer was used to
   (a) help break the French Enigma codes.
   (b) help break the German Enigma codes.
   (c) help break the English Enigma codes.
   (d) help break the American Enigma codes.

9. The _____ is the easiest way to input a message into a medium.
   (a) telephone
   (b) computer
   (c) human voice
   (d) telegraph

10. _____ is the most common way of inputting a message into a medium.
    (a) The telephone
    (b) The computer
    (c) The human voice
    (d) Hand manipulation

(ii) TRUE OR FALSE QUESTIONS

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

1. Not all mediums of oral communication offer immediate feedback.

2. Face-to-face communication is not a very effective way of increasing
common background.

3. Message modification is an advantage of oral communication.

4. Oral communication is satisfactory for long-range planning or policy
decisions.

5. Sometimes the impersonal nature of oral communication creates a
breeding ground for animosity and strong feeling.
(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. medium</td>
<td>(a) transmitter unit</td>
</tr>
<tr>
<td>2. receiver</td>
<td>(b) e-mail</td>
</tr>
<tr>
<td>3. quasi-sender</td>
<td>(c) instantaneous person-to-person media</td>
</tr>
<tr>
<td>4. receiver/transmission unit</td>
<td>(d) instantaneous mass media</td>
</tr>
<tr>
<td>5. printing press using movable type</td>
<td>(e) receiver sub-system</td>
</tr>
<tr>
<td>6. electric telegraph</td>
<td>(f) invented by Chinese</td>
</tr>
<tr>
<td>7. radio broadcasting</td>
<td>(g) mass audience written media</td>
</tr>
<tr>
<td>8. moveable type</td>
<td>(h) specific method to convey a message</td>
</tr>
<tr>
<td>9. Gutenburg</td>
<td>(i) combined a simple code with a reliable instrument</td>
</tr>
<tr>
<td>10. Samuel Morse</td>
<td>(j) developed the first method of mass producing books</td>
</tr>
</tbody>
</table>

[10]  

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

ANSWER ALL THE QUESTIONS

QUESTION 1
Provide two advantages of oral communication. [2]

QUESTION 2
Specify two factors that characterise an interview. [2]

QUESTION 3
(a) i. Name one type of written communication used in business. (1)
    ii. Identify two of the three basic components of a persuasive speech. (2)
(b) List three functions of language. (3) [6]

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

ANSWER ALL THE QUESTIONS

QUESTION 1
List five typical forms of media used in the supplier system. [5]

QUESTION 2
List five examples of joint management–employee structures. [5]

QUESTION 3
Apart from the official and formal communication in organisations, a substantial amount of informal communication takes place. Provide and explain three forms of informal organisational communication [15]

QUESTION 4
We can evaluate a person's background by breaking it down into four headings of which one is codes. List five types of codes. [5]

QUESTION 5
Understanding your audience is critically important for them to accept the message you want to convey. List the different aspects of an audience. [5]

QUESTION 6
An individual's background is made up of the concepts of world-view, world picture and image. Please discuss image. [5]
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 establish credibility. \( (5 \times 2 = 10) \)

(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. Discuss one such a strategy. \( (5 \times 2 = 10) \) [20]

OR

QUESTION 2

The effect of personal space and distance in communication is complex and depends on a number of factors. Name and discuss these factors. [20]

OR

QUESTION 3

(a) i. There are eight points to consider for the layout of a letter. Identify five of these points. (5)

ii. Provide five characteristics of a good report. (5)

(b) There are six guidelines that can be used in any type of business writing. Name and briefly discuss any five of these guidelines. \( (5 \times 2 = 10) \) [20]

[20]