## JUNE 2012 EXAMINATION

**DATE:** 4 JUNE 2012  
**TIME:** 09H00 – 11H00  
**TOTAL:** 100 MARKS  
**DURATION:** 2 HOURS  
**PASS MARK:** 40%

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### (OE-49)

**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 (50 marks)**

**SECTION D:** Consists of 1 interpretative question

**ANSWER THE QUESTION (10 marks)**

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**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 narrative style of writing refers to:
   - (a) telling a story without dialogue.
   - (b) thinking back reflectively.
   - (c) a set of reasons given in support of something.
   - (d) describing without expressing judgement.

2. Transactional communication:
   - (a) uses more than one medium in a presentation.
   - (b) includes all business correspondence.
   - (c) is sent via e-mail.
   - (d) relates to business transactions.

3. When making use of an acronym you are:
   - (a) borrowing a word.
   - (b) using very informal words and phrases.
   - (c) forming a word from the first letter of the words.
   - (d) forming a new word or expression.

4. Jargon refers to:
   - (a) words or expressions used by a specific trade, business or industry.
   - (b) words or phrases that are complex, usually technical and related to a specific industry.
   - (c) an outline of what the written piece is about.
   - (d) unclear or vague words, having more than one meaning.

5. When someone makes use of stereotyping he or she:
   - (a) uses words that imply the opposite of what they mean, so as to upset or mock someone.
   - (b) states one thing, while meaning the opposite.
   - (c) makes use of an exaggerated statement that is not meant to be taken in the strict sense of the words.
   - (d) presents an over-simplified idea of the typical characteristics of a person or thing.
6. _____ refers to the non-standard form of language used by a specific group of people, who use it to exclude those who don't belong to the group.
   (a) A neologism
   (b) Dialect
   (c) A colloquialism
   (d) Slang

7. Leading questions are used to:
   (a) encourage a general answer.
   (b) ask several different questions in one sentence.
   (c) encourage a particular answer.
   (d) encourage the person to elaborate.

8. Which one of the following does NOT form part of an agenda?
   (a) attendance register
   (b) accurate recording of proceedings
   (c) matters arising from previous minutes
   (d) opening and welcome

9. A memorandum is:
   (a) a brief, informal document used to transmit messages within the organisation.
   (b) an internal communication for staff, published in a staff newsletter.
   (c) a formal interoffice communication.
   (d) a communication for an external audience, published in a specialist magazine or newspaper.

10. In _____ writing the writer explains how something works.
    (a) descriptive
    (b) argumentative
    (c) expository
    (d) reflective

(ii) **TRUE OR FALSE QUESTIONS**

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

1. A non-verbal message can complement a verbal message when it conveys the same meaning.

2. Books are not a variety of written text.

3. 'I have told you a thousand times to clean your room', is an example of hyperbole.

4. Formal groups are not typically found in the workplace.

5. 'At the first crack of gunfire, the inhabitants of Sudan dropped everything and ran for cover', is an example of explicit writing. [5 × 2 = 10]
### 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) portraying human weaknesses and shortcomings in a mocking way, usually in order to encourage people to improve their behaviour</td>
</tr>
<tr>
<td>2. scan</td>
<td>(b) an opinion or tendency to be strongly for or against a person or thing</td>
</tr>
<tr>
<td>3. sift</td>
<td>(c) styles of writing</td>
</tr>
<tr>
<td>4. satire</td>
<td>(d) unclear or undecided meaning</td>
</tr>
<tr>
<td>5. prediction</td>
<td>(e) rewriting something using different words</td>
</tr>
<tr>
<td>6. genres</td>
<td>(f) a brief statement of the main points</td>
</tr>
<tr>
<td>7. mind map</td>
<td>(g) a type of reading / viewing used to locate a particular piece of information without necessarily attending to other parts of text</td>
</tr>
<tr>
<td>8. paraphrasing</td>
<td>(h) when you anticipate what the writer is going to say next</td>
</tr>
<tr>
<td>9. summary</td>
<td>(i) a summary that looks like a diagram</td>
</tr>
<tr>
<td>10. bias</td>
<td>(j) selecting the most important ideas, words, facts or finding only those details relevant to a task or purpose</td>
</tr>
</tbody>
</table>
SECTION B: SHORT QUESTIONS  

(10 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
Name two of the three broad categories of communication. [2]

QUESTION 2
Identify two of the three steps used in planning a piece of writing. [2]

QUESTION 3
(a) i. Define format. (1)  
ii. Differentiate between formal and informal register. (2)
(b) Identify the language devices / features used below:
   i. Food for thought. (1)  
   ii. Nobody from the Cape eats pap. (1)  
   iii. I have told you a million times not to feed the dog chicken bones. (1) [6]  

[10]
SECTION C: LONG ANSWER QUESTIONS (50 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
(a) List five ways of overcoming barriers to effective communication. (5)
(b) Name the five categories of non-verbal communication. (5) [10]

QUESTION 2
Discuss the physical, social and life experiences that may cause people to have varying perceptions. Use the following headings:

- Background
- Gender
- Age
- Personality
- Needs

[5 × 2 = 10]

QUESTION 3
(a) i. Give six reasons why authors write. (6)
   ii. Describe the factors that should be kept in mind when communicating with staff. (6 × 2 = 12)
(b) Discuss the guidelines for ensuring good relations with clients. (12) [30]

[50]
SECTION D: INTERPRETATIVE QUESTION

ANSWER THE QUESTION

Read the article below then answer the question that follows:

**THE TITANIC STRIKES AN ICEBERG!**

SUNDAY night the magnificent ocean liner was plunging through a comparatively placid sea, on the surface of which there was much mushy ice and here and there a number of comparatively harmless-looking floes. The night was clear and stars visible. First Officer William T. Murdock was in charge of the bridge. The first intimation of the presence of the iceberg that he received was from the lookout in the crow's nest. Three warnings were transmitted from the crow's nest of the Titanic to the officer on the doomed steamship's bridge 15 minutes before she struck, according to Thomas Whiteley, a first saloon steward. Whiteley, who was whipped overboard from the ship by a rope while helping to lower a lifeboat, finally reported on the Carpathia aboard one of the boats that contained, he said, both the crow's nest lookouts. He heard a conversation between them, he asserted, in which they discussed the warnings given to the Titanic's bridge of the presence of the iceberg. Whiteley did not know the names of either of the lookout men and believed that they returned to England with the majority of the surviving members of the crew. "I heard one of them say that at 11.15 o'clock, 15 minutes before the Titanic struck, he had reported to First Officer Murdock, on the bridge, that he fancied he saw an iceberg!" said Whiteley. "Twice after that," the lookout said, "he warned Murdock that a berg was ahead. They were very indignant that no attention was paid to their warnings."

**QUESTION 1**

Develop five questions for this article, with the relevant answers.

Section A: 30 marks
Section B: 10 marks
Section C: 50 marks
Section D: 10 marks
TOTAL: 100 MARKS