JUNE 2012 EXAMINATION

DATE: 15 JUNE 2012

TIME: 14H00 – 17H00 TOTAL: 100 MARKS

DURATION: 3 HOURS PASS MARK: 40%

BUSINESS COMMUNICATION

THIS EXAMINATION PAPER CONSISTS OF 2 SECTIONS:

SECTION A: CONSISTS OF 4 QUESTIONS (40 MARKS)
ANSWER QUESTIONS 1 AND 2 AND EITHER QUESTION 3 OR QUESTION 4

SECTION B: CONSISTS OF 3 QUESTIONS (60 MARKS)
ANSWER ANY TWO OF THE QUESTIONS

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.
QUESTION 1
Rachelle Haywood started her career as a floor assistant for a large national food retailer. During her time at this company, she saved some of her earnings and completed a Business Management Diploma through Damelin Correspondence College.

After a lot of thought, and now armed with both a qualification in Business Management and three years of experience in the industry, Rachelle decides to start her own consultancy firm, providing advisory services and training and development courses to large companies.

Rachelle's first client is a government department that requires her to develop and implement a communications strategy, as it is battling with both its internal and external communication functions. Upon further investigation, Rachelle finds that she will have to make recommendations with regard to verbal and non-verbal communication strategies.

Rachelle comes across the business document below. Study it carefully and answer the questions to follow.

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TELEGRAM
URGENT WE FINALISE ALL TENDER DOCUMENTATION BEFORE ANNOUNCEMENT DATE 20/02/2013, 14H00
REGARDS
PETER SMITH
(14 words)
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(a) Evaluate this document for accuracy, clarity, brevity and emphasis. (10)

(b) List any five advantages that telexes have over telegraphic communication. (5 × 2 = 10) [20]

QUESTION 2
(a) i. Identify the punctuation mark used in the following words:
    self-discipline (1)
    ii. List three uses of this type of punctuation mark. (3)

(b) List six other forms of punctuation. (6) [10]
NOTE: ANSWER EITHER QUESTION 3 OR QUESTION 4

QUESTION 3
(a) List five factors that need to be considered when looking at the functioning of groups. (5)
(b) List three types of graphic communication. (3)
(c) List the two groups that media audiences tend to fall into. (2) [10]

OR

QUESTION 4
(a) Name the five types of non-verbal communication. (5)
(b) List five types of gestures. (5) [10] [40]
Cape Town – TopTV's CEO Vino Govender is out as CEO of the pay TV operator, replaced with immediate effect by Eddie Mbalo on an interim basis.

Late on Thursday On Digital Media (ODM), the umbrella company of TopTV, announced that Vino Govender “will be stepping down with immediate effect and Eddie Mbalo, chairperson of ODM, will fill the role of interim CEO until a replacement for Govender is appointed”.

TopTV's chief financial officer (CFO) Michelle Meth also left the pay TV operator when she resigned last month.

TopTV said a “possible restructure of TopTV to ensure that the company remains competitive and relevant within the pay TV environment in South Africa” is possibly on the cards.

'Morale is down'

Govender took over as TopTV's CEO in 2007 when the original founder Mergan Moodley became ill. TopTV launched in May 2010 and managed to sign up just over 300,000 subscribers by the end of last year.

Investors are reportedly getting anxious about TopTV's weak content. The pay TV service failed to launch a sport channel and have not added any additional new channels promised at launch, but has been losing channels such as Hi Nolly, One Music and in March Current TV.

Mbalo was the former CEO since 2001 of the National Film and Video Foundation (NFVF). Staff at TopTV's Woodmead Office Park building this week told Channel24 that morale inside the company is low. "Morale is down," said a source. "Staff are hearing rumours and no one is communicating what's going on. There's a lot of uncertainty and people are worried about jobs."

Source: www.news24.com
QUESTION 2

Cecilia Williams is a high-flying businesswoman and director of a well-known and successful art gallery: The Williams 'Art is Life' Gallery.

Cecilia, together with the other directors, has decided to host an awards ceremony in honour of their best-selling artists every year on the 20th of November at The One and Only Hotel at the V&A Waterfront in Cape Town. This will be a very formal event, with the appropriate formal dress code. Also, it is the policy of the hotel that the final guest count for any function is required two weeks before the event, to allow adequate time for preparation. The awards ceremony will commence at 20h00.

(a) Write a formal invitation to Mr M.M. Pocasso and his wife. Use the following information:

- The invitation comes from you, the Public Relations Officer of The Williams 'Art is Life' Gallery. Your e-mail address is pro@wail.co.za
- **Postal Address of the Art Gallery:** 38 Strand Street, Cape Town, 8000
- **Telephone number for the Art Gallery:** (021) 944 8000

You will be assessed according to the format, style, structure, your writing ability and overall impression of your letter.
(b) Write a reply to the formal invitation from Mr M.M. Pocasso, accepting the invitation to the awards ceremony.

Use the following information:

- Address of Mr and Mrs Pocasso: 222 Ocean View Drive, Sea Point, Cape Town, 8001.
- The invitation was accepted on 5 November 2011

You will be assessed according to the format, style, structure, your writing ability and overall impression of your letter. (10) [30]

AND / OR

QUESTION 3

Marcelle Nero owns a catering and event management company called Fresh Events and Catering. Recently, she has been contacted by the management of the very prestigious Berkley's Private Bank, Cape Town. Marcelle has been asked to perform the entire function coordination aspect as well as the catering for the annual Berkley's Private Bank Charity Banquet.

(a) As a part of the stipulated duties in Marcelle's contract, she is responsible for the public relations surrounding the event. Write a letter to the press detailing the event. Use the following information:

Marcelle's Contact Details:
  Fresh Events and Catering
  PO Box 2396
  Gardens
  Cape Town
  8000
  Tel: 021 982 8392

Address of the Publication:
  South African Banking and Business Magazine
  PO Box 5436
  Cape Town
  8000

Event Details:
  The event is taking place on 22 December 2012 at the Walter Sisulu Memorial Hall, Berkley Bank Head Office, Cape Town
  Many of the large role-players in the South African Financial system will be present. This is a very glamorous event.
  The proceeds from the Banquet will go towards university tuition fees for students in Banking and Finance who come from disadvantaged backgrounds in rural areas.
  There will be a special insert of the event on Sky Financials – Channel 222.

You will be assessed according to the format, style, structure, your writing ability and overall impression of your letter. (15)
As part of Marcelle's marketing strategy, she decides to invite a pioneer in the field of Economics, Prof. S. Terblanche to make a speech at the Banquet.

Marcelle's Contact Details:
Fresh Events and Catering
PO Box 2396
Gardens
Cape Town
8000
Tel: 021 982 8394

Prof. Terblanche’s Contact Details:
Prof. S. Terblanche
24 Andringa Road
Stellenbosch
5000

Event Details
The event is taking place on 22 December 2012 at the Walter Sisulu Memorial Hall, Berkley's Bank Head Office, Cape Town.
The audience will consist of a live audience of approximately 1500 people. There will also be an insert on Sky Financials – Channel 222, which will be viewed by approximately 15 000 people.
The Banquet will start at 18.30, and Marcelle would like Prof Terblanche to address the audience at around 19.45. The speech should be about 20 minutes long.
The topic for Prof. Terblanche's Speech is: "Banking for our Rainbow Nation"
An after-party follows the event, and Prof. Terblanche is requested to stay for this photo opportunity.

You will be assessed according to the format, style, structure, your writing ability and overall impression of your letter.

(b) (15) [30]

[60]

Section A: 40 marks
Section B: 60 marks
TOTAL: 100 MARKS