BUSCRE1

JUNE 2012 EXAMINATION

DATE: 8 JUNE 2012

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 8 SHORT QUESTIONS
ANSWER ALL THE QUESTIONS  (50 MARKS)

SECTION C: CONSISTS OF 3 LONG ANSWER 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.
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 is not an example of mass media?
   (a) radio
   (b) television
   (c) newspaper
   (d) telephone

2. The listener in a communication modifies what the speaker says by:
   (a) forgetting.
   (b) rearranging.
   (c) adding information.
   (d) repeating information.

3. The term ergonomics refers to:
   (a) how people function in a designed environment.
   (b) how people do not function in a designed environment.
   (c) how people will help others in a designed environment.
   (d) how people consider each other in a designed environment.

4. A basic structure in an organisation is a:
   (a) line.
   (b) committee.
   (c) matrix.
   (d) All of the above.

5. An advantage of using black and white boards as speech aids is:
   (a) making corrections is not difficult.
   (b) they look attractive.
   (c) time is wasted by writing on them.
   (d) they are very expensive.
6. Memoranda are usually used for:
   (a) informal correspondence.
   (b) formal correspondence.
   (c) internal correspondence.
   (d) external correspondence.

7. Clarity means to:
   (a) cover all the essential facts.
   (b) use language that considers the receiver's background.
   (c) use formal language.
   (d) make sure that any statements are factually incorrect.

8. The letterhead of an organisation should:
   (a) reflects its image and public profile.
   (b) be colourful.
   (c) reflect the name brand.
   (d) be informative.

9. The following is not a basic principle of a speech:
   (a) purpose.
   (b) situation.
   (c) audience.
   (d) time.

10. A mark of a successful manager is:
    (a) good interviewing skills.
    (b) good telephone technique.
    (c) good word-processing skills.
    (d) good manners.

(ii) TRUE OR FALSE QUESTIONS
Choose whether the following are True or False. Motivate all your answers.

1. Our attitudes, disposition and feelings shape our communication.

2. Background is not essential for encoding or decoding messages.

3. The more complex the medium, the greater the potential for distortion.

4. The heading of a memorandum should be in bold letters.

5. The style of written communication does not have a tone implication.  
   [5 × 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. judgement</td>
<td>(a) study of the relationship between words and external reality</td>
</tr>
<tr>
<td>2. opinion</td>
<td>(b) amusing or interesting story</td>
</tr>
<tr>
<td>3. kinesics</td>
<td>(c) oral interaction</td>
</tr>
<tr>
<td>4. logos</td>
<td>(d) logical reasoning</td>
</tr>
<tr>
<td>5. anecdote</td>
<td>(e) live communication</td>
</tr>
<tr>
<td>6. semantics</td>
<td>(f) body language codes</td>
</tr>
<tr>
<td>7. interview</td>
<td>(g) formal sign or expression of greeting</td>
</tr>
<tr>
<td>8. spoken word</td>
<td>(h) not a reliable source of information</td>
</tr>
<tr>
<td>9. salutation</td>
<td>(i) rapid exchange of information</td>
</tr>
<tr>
<td>10. committee</td>
<td>(j) authoritative opinion</td>
</tr>
</tbody>
</table>

[10]

[30]
SECTION B: SHORT QUESTIONS (50 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
List the six major media developments that brought about a significant improvement in our power to communicate.  

[6]

QUESTION 2
Discuss beliefs as an important consideration in communication.  

[6]

QUESTION 3
As the sender and the receiver in communication are linked by the medium, their characteristics affect the choice of medium.

Describe these characteristics.  

[8]

QUESTION 4
List and explain what the Greeks established as the three basic components of persuasive speech.  

[3 × 2 = 6]

QUESTION 5
In any organisation, the executive group is responsible for the maintenance of a communication system. This communication system is made up of a number of interdependent systems.

Name any five of these systems.  

[5]

QUESTION 6
(a) Explain what is meant by the term ‘matrix structure’.  

(3)

(b) Describe the characteristics of a matrix organisational structure.  

(5)

(c) List three advantages of a matrix structure type of communication.  

(3)  

[11]
QUESTION 7
List five common types of line manager interviews. [5]

QUESTION 8
Give three advantages of speech aids. [3]

[50]
QUESTION 1

(a) The diagram below represents Maslow's hierarchy of needs.

Explain briefly what they mean. Include an example of each.

1. Physiological needs
2. Safety needs
3. Social needs
4. Ego needs
5. Self-fulfilment needs

(b) Briefly explain the difference between vertical, horizontal and diagonal communication.

OR

QUESTION 2

Non-verbal communication differs from verbal communication in many respects.

Discuss the characteristics of non-verbal communication compared with verbal communication.
QUESTION 3

As the manager of Future Electronics, an electronic gadgets business, one of your responsibilities is to promote sales for direct marketing.

Write a sales promotion letter to promote the sales of the latest cell phones and accessories on the market. Provide an interesting heading to attract attention. Give information about the product so that customers will be interested in buying it. Create desire by stirring their esteem needs for status, reputation and saving money. Invite customers to visit the shop or to telephone in order to view or buy the product. Provide your own address.

Content: (10)
Layout: (5)
Language and style: (5) [20]

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