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 2 INTERPRETATIVE QUESTIONS
ANSWER 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. Mass communication refers to:
   (a) your thoughts.
   (b) talking to a friend.
   (c) talking to plants.
   (d) broadcasting on the radio.

2. Semantic barriers mean that:
   (a) the meaning of the actual words is misunderstood.
   (b) the meaning of the actual words is explained.
   (c) attitudes and emotions are included.
   (d) there is actual physical noise.

3. Subjective writing is:
   (a) factual.
   (b) based on opinion.
   (c) concise and clear.
   (d) unbiased.

4. Self-actualisation refers to the need for:
   (a) food.
   (b) personal growth.
   (c) protection.
   (d) stability.

5. Morals are concerned with:
   (a) a system of moral values.
   (b) written rules of ethical behaviour.
   (c) conforming to the standards of a profession.
   (d) knowing the difference between right and wrong.

6. Which one of the following is not a leadership style?
   (a) military
   (b) democratic
   (c) laissez-faire
   (d) autocratic
7. Which of the four forms of organisational structure relies on product
departmentalisation?
(a) matrix  
(b) divisional  
(c) international  
(d) line

8. ____ is the overall output of goods or services produced divided by the
inputs needed to generate that output.
(a) Correlation  
(b) Factoring  
(c) Productivity  
(d) Forfeiting

9. Which one of the following is not a benefit of working in a team?
(a) speed  
(b) focus  
(c) understanding  
(d) control

10. An effective heading for business writing is:
(a) relevant to the communication that follows.  
(b) crucial to the communication that follows.  
(c) ambiguous to the communication that follows.  
(d) irrelevant to the communication that follows.  

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

1. Filing is really just a form of control.
2. Mission statements are statements of how an organisation will achieve its
marketing in the environment in which it conducts its business.
3. Long-term goals relate to a period of one to five years.
4. A contingency plan is a hedge against changes that might occur.
5. Coordination and integration are the two building blocks for all business
organisations.
(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. decoding</td>
<td>(a) moral principles or beliefs</td>
</tr>
<tr>
<td>2. implicit message</td>
<td>(b) effective tool in management</td>
</tr>
<tr>
<td>3. tone</td>
<td>(c) individuals grouped into manageable units</td>
</tr>
<tr>
<td>4. ad hoc committee</td>
<td>(d) management style</td>
</tr>
<tr>
<td>5. notice</td>
<td>(e) the interpretation process</td>
</tr>
<tr>
<td>6. delegating</td>
<td>(f) message expressed indirectly</td>
</tr>
<tr>
<td>7. values</td>
<td>(g) quality of voice</td>
</tr>
<tr>
<td>8. SWOT analysis</td>
<td>(h) committee formed for a specific purpose</td>
</tr>
<tr>
<td>9. departmentalisation</td>
<td>(i) details of a meeting</td>
</tr>
<tr>
<td>10. autocrat</td>
<td>(j) allocating tasks</td>
</tr>
</tbody>
</table>
SECTION B: SHORT QUESTIONS (50 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
Describe the communication process. [5]

QUESTION 2
List the four elements of listening, according to Rudansky and Kloppers. [4]

QUESTION 3
List the five different types of questions that can be asked during an interview. [5]

QUESTION 4
Explain the difference between a fact and an opinion. Describe how they are used, and give an example of each. [8]

QUESTION 5
Name and describe five styles of conflict resolution. [5 × 2 = 10]

QUESTION 6
Illustrate by means of a diagram the four functions of management. [4 × 2 = 8]

QUESTION 7
Explain the difference between management and leadership. [4]

QUESTION 8
Name and explain the three different types of planning. [3 × 2 = 6]

[50]
QUESTION 1

MEMORANDUM

You are Brandon Engel, a manager at YEBO YES (Pty) Ltd, Cape Town.

Your company has recently employed a new telephone operator. It is the company's policy to only appoint people who are proficient in telephone etiquette. Your manager has asked you to draw up a memorandum in which you provide the new employee with 10 good telephone techniques.

Marks will be allocated as follows:

- Format: 6 marks
- Content: 10 marks
- Language: 4 marks [20 marks total]

(½ mark per spelling and grammar error to a maximum of 4 marks will be deducted)

OR
QUESTION 2

CURRICULUM VITAE

Draw up your curriculum vitae under the following headings:

- Personal information
- Educational background
- Achievements
- Experience
- Interests and hobbies
- References

Marks will be allocated as follows:

<table>
<thead>
<tr>
<th>Format and layout</th>
<th>2 marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content</td>
<td>15 marks</td>
</tr>
<tr>
<td>Language</td>
<td>3 marks</td>
</tr>
</tbody>
</table>

(½ mark per spelling and grammar error to a maximum of 4 marks will be deducted.)

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