BUSINESS ADMINISTRATION: FUNDAMENTALS

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)

SECTION B: CONSISTS OF 3 SHORT QUESTIONS (10 MARKS)

SECTION C: CONSISTS OF 3 LONG ANSWER QUESTIONS (40 MARKS)

SECTION D: CONSISTS OF 3 INTERPRETATIVE 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.

Examiner: J Olivier
(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 target audience for an in-house magazine article includes:
   - (a) management of other companies.
   - (b) the general public.
   - (c) clients not on electronic database.
   - (d) None of the above.

2. Planning a letter involves three basic steps. Which of the following is represented in these steps?
   - (a) brainstorming
   - (b) highlighting
   - (c) mind mapping
   - (d) All of the above.

3. Which type of conflict refers to conflict within the individual?
   - (a) societal conflict
   - (b) intergroup conflict
   - (c) interpersonal conflict
   - (d) None of the above.

4. A win-win approach when dealing with conflict involves:
   - (a) trying to win the argument, without considering the other side.
   - (b) trying to reach a compromise.
   - (c) approaching the conflict with the view that both sides could win.
   - (d) All of the above.

5. When we communicate we give or exchange information. This will include, but is not limited to:
   - (a) a frown.
   - (b) telling a story.
   - (c) Both of the above.
   - (d) None of the above.
6. In order for communication in a group setting to be effective, group members have to understand certain elements or components of a group. These elements include:

(a) the venue.
(b) the time of the group discussion.
(c) the procedure.
(d) the group size.

7. To overcome communication barriers effectively we should do the following in our communication:

(a) refrain from communicating with the individual
(b) avoid being defensive
(c) Both of the above.
(d) None of the above.

8. A psychological barrier has to do with:

(a) how we perceive situations and people.
(b) the mind.
(c) the body.
(d) noise.

9. 'I am now finished and klaar', means:

(a) I have now completely finished something.
(b) I do not want to see you again.
(c) I am tired.
(d) None of the above.

10. What is jargon?

(a) slang
(b) colloquialism
(c) neologism
(d) a specialist language used by a particular group, profession, or culture that is not generally understood or used by other people

(ii) TRUE OR FALSE QUESTIONS

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

1. Text type refers to font size and font type.

2. An example of community or societal conflict could be conflict with your neighbour about politics.

3. A television interview with a celebrity is an example of a media interview.

4. A semantic barrier is an indication of lack of educational background.

5. A colloquialism is a formal word or phrase that is more common in casual conversation than in formal speech or writing.
(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. narrative</td>
<td>(a) the way in which you can look at an unfamiliar word and try to work out its meaning from its context</td>
</tr>
<tr>
<td>2. discursive</td>
<td>(b) discussion on a controversial topic by presenting both sides of an argument</td>
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<tr>
<td>3. reflective</td>
<td>(c) a description of a subject such as an object, person, scene or experience</td>
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<tr>
<td>4. argumentative</td>
<td>(d) an explanation of how something works</td>
</tr>
<tr>
<td>5. descriptive</td>
<td>(e) a story that consists of linked events, which may be fiction or non-fiction, or a mix thereof</td>
</tr>
<tr>
<td>6. expository</td>
<td>(f) a word made up of two or more parts that combine to form a more meaningful word or term</td>
</tr>
<tr>
<td>7. transactional</td>
<td>(g) a word formed from the first letters of other words</td>
</tr>
<tr>
<td>8. word-attack skills</td>
<td>(h) the piece of writing has a functional nature – the writer may be writing for personal reasons or for business reasons</td>
</tr>
<tr>
<td>9. complex term</td>
<td>(i) an argument for or against a topic</td>
</tr>
<tr>
<td>10. acronym</td>
<td>(j) thoughtful</td>
</tr>
</tbody>
</table>

[10]

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

ANSWER ALL THE QUESTIONS

QUESTION 1
Briefly explain why non-verbal communication is important when dealing with customers. [2]

QUESTION 2
Briefly explain what inter-group conflict is. [2]

QUESTION 3
(a) i. Define an acronym. (1)
ii. Explain your understanding of intonation. (2)
(b) Explain what a complex term is and give an example. (3) [6]

[10]
SECTION C: LONG ANSWER QUESTIONS

(40 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1

(a) Give the reasons for conflict in organisations, according to James Stoner. (5)

(b) Authors can have a vast range of aims or intentions. Give some of the aims of their messages. (5) [10]

QUESTION 2

There are certain key elements that can determine whether or not negotiations are successful.

Identify the points to remember when you are involved in negotiations. [10]

QUESTION 3

(a) Classify the following sentences as simple, complex or compound. Write only the number of the sentence and 'simple', 'complex' or 'compound'.

i. Of course, no man is entirely in his right mind at any time.
ii. Feasts must be solemn and rare, or else they cease to be feasts.
iii. Early to rise and early to bed makes a man healthy and wealthy and dead.
iv. If a man does not keep pace with his companions, perhaps it is because he hears a different drummer. Let him step to the music which he hears, however measured or far away.
v. He was like a cock who thought the sun had risen to hear him crow. (5)

(b) What do the following acronyms / abbreviations stand for?

i. B.C.
ii. ASAP
iii. DIY
iv. ETA
v. PM (5)

(c) Define oral communication, and give examples of this type of communication. (10) [20]

[40]
SECTION D: INTERPRETATIVE QUESTIONS

(20 MARKS)

ANSWER ONE OF THE QUESTIONS

QUESTION 1

(a) Your friend contacted you via e-mail message and asked you to explain to her the difference between functional and dysfunctional conflict. Reply to her via e-mail message. (10)

(b) Mr John Janoe (the CEO) has asked you to send a short to the point memorandum to sales staff to remind them of the aspects to keep in mind when preparing for oral communication. He has found that their ability to convey a clear and prepared message is affecting the sales figures of the company. (10) [20]

OR

QUESTION 2

Read the story below and create a mind map for the story. Make sure you highlight at least 10 points from the story.

The UK’s winning Olympic bid

The Olympic Games in 2012 will take place in London from 27 July to 12 August. The Paralympic Games will be held from 29 August to 9 September of that same year.

In 2003, nine different cities across the world submitted a bid to host the Olympics in 2012. After much evaluation by the International Olympic Committee (IOC), that number was reduced to five: London, Madrid, Moscow, New York, and Paris. Although cities such as Madrid and Paris were the firm favourites, it was announced in 2005 that London had won the bid, beating France by a small margin.

The win for London signifies a great victory, making it the first city in the world to host the Olympic Games for the third time. The Paralympics in 2012 will be the 14th Games dedicated to athletes with physical disabilities.

Since winning the bid, a lot has been done to ensure the Olympics in London is a spectacular sporting, social and cultural event.

Although there are many companies contributing to the Games, these are the three core organisations:

- The London Organising Committee for the Olympics Games (LOCOG), overseeing the planning and development of the Games. This Committee is chaired by Lord Sebastian Coe, one of Britain’s former top athletes turned politician.
Olympic Delivery Authority (ODA), which works closely with the LOCOG. The ODA is responsible for making sure the venues and necessary infrastructures are in place before the Games.

The Government Olympic Executive, the UK Government body taking the lead coordinating the London 2012 Olympics. This unit is based in the Department for Culture, Media and Sport (DCMS).

Greater London will be divided into three 'zones':

A number of other sporting events will take place outside London such as rowing and sailing, which will be held around Weymouth in Dorset on England's south coast.

Public transport links in London are already strong but more is being done to make sure the public gets to the venues in time and in some degree of comfort. London's public transport infrastructure will be beefed up by the extension of the London Underground’s East London line. There will also be a number of upgrades to the Docklands Light Railway (DLR).

Plans are also in place to create a high speed shuttle train service – the Olympic Javelin – which will carry passengers from St Pancras International (which houses the EuroStar) to the Olympic Park. A number of park and ride sites will also be made available around the M25 (motorway circling Greater London) with low emission vehicles being used as transport.

Key partners building the transport infrastructure include Transport for London, Department of Transport and the Highways Agency.

The official logo for the Olympics in 2012 was designed by the brand consultancy, Wolff Olins, and unveiled in June 2007. The logo, available in a number of different colours, represents both the Olympics and Paralympic games for the first time.

A total of 26 sporting activities – from archery to athletics – are featured on the Olympics programme.

20 events are listed for the Paralympics with a number of sports, including 5-a-side football and wheelchair tennis, housed in the Olympic Park.

[20]
QUESTION 3

(a)  i. Name at least five different types of written communication.  (5)

ii. Give the broad categories that non-verbal communication can be divided into.  (5)

(b) Write a letter to your friend explaining the different types of communication barriers.  (10)  [20]

[20]

Section A: 30 marks
Section B: 10 marks
Section C: 40 marks
Section D: 20 marks
TOTAL: 100 MARKS