



The Association of Business Executives

NQF

Certificate

1.2 IBC

**Introduction to Business
Communication**

Wednesday 10 June 2015, Afternoon

1. Time allowed: **3 hours**.
2. Answer **any four** questions.
3. All questions carry **25 marks**. Marks for subdivisions of questions are shown in brackets.
4. **No books, dictionaries, notes or any other written materials are allowed in this examination.**
5. Calculators, including scientific calculators, are allowed provided they are not programmable and cannot store or recall information. All other electronic devices, including mobile phones, are not permitted.
6. **Candidates who break ABE Examination Regulations will be disqualified from the examinations.**
7. Question papers must not be removed from the examination room.



Answer any four questions

Q1 (a) A customer has emailed your company to complain politely that one of your products is not as good a quality as they would expect. Consider the benefits and drawbacks of replying to the customer:

- (i) By email
- (ii) By telephone
- (iii) By letter

(13 marks)

(b) Explain what is meant by **any three** of the following communications terms:

- (i) App
- (ii) Interface
- (iii) Diagonal communication
- (iv) A pyramid structure
- (v) AOB

(12 marks)

(Total 25 marks)

Q2 You are the owner of a new office supplies business, called Offisup, and you have decided to write a formal letter to companies in your area.

The letter that you send will be the same to all of the companies, and its twin purposes will be to introduce your business and look for new clients.

This is the first time you will have contacted any of these companies.

Inventing details as you wish, write the letter.

(25 marks)

Q3 You have been invited to give a speech and presentation to an invited group of business people. The topic of the speech will be the introduction of a new product that your company has developed.

(a) Describe how you will prepare yourself beforehand, in order to make sure that your speech and presentation will be as effective as possible. **(12 marks)**

(b) Describe what you will do while making the speech and presentation, to ensure that you will have maximum impact on your audience. **(13 marks)**

(Total 25 marks)

- Q4** (a) Compose a memo in the form of an email that will inform colleagues about a meeting that will soon be taking place. **(8 marks)**
- (b) Describe the advantages and disadvantages of displaying a notice on the company notice board. **(7 marks)**
- (c) Explain what is meant by passive listening. State three examples of body language, which can show that a person is listening passively and in each case say what it shows about the person's attention. **(10 marks)**
(Total 25 marks)
- Q5** (a) Explain, using three examples, how differences of culture between two people can become a barrier to communication. In each case suggest a way in which that barrier can be overcome. **(9 marks)**
- (b) Define the word 'preconception' and give two examples of how preconceptions can affect good communication. **(7 marks)**
- (c) Explain three ways in which time can become a barrier to successful communication. **(9 marks)**
(Total 25 marks)
- Q6** (a) Describe the functions of a pager, and explain why it has become less popular in recent years as a means of communication. **(8 marks)**
- (b) Explain what is meant by 'skyping' and describe how it makes communication more efficient. **(8 marks)**
- (c) Identify three potential threats to data stored on a computer, and in each case state what measure you will take to keep data secure against that particular threat. **(9 marks)**
(Total 25 marks)

- Q7** (a) Describe how an open plan layout in an office can both benefit and hinder communication. **(9 marks)**
- (b) Proper storage of documents is vital for business. Describe how you can ensure that documents stored in hard copy are kept safe and how they can be easily found by anyone who needs them. **(8 marks)**
- (c) Explain how the functions of a scanner and a photocopier in an office differ from each other. **(8 marks)**
- (Total 25 marks)**

- Q8** You have been part of a team carrying out research into car parking at your office building. A colleague has passed the following document to you, as a rough draft of the research.

Summarise the content, and present it in the form of a report for your board of directors. Complete your report in no more than 150 words, excluding headings.

'The car park has been a problem area for a number of years now, and we have been asked to look at the problem and to offer some solutions as to how the situation can be improved. We have spent several hours in the car park area, measuring distances and discussing various options. The area that we use for car parking is in front of the office building, and the surface is just compacted earth and sand, so it is very uneven in the dry season, and almost impossible to use in wet weather. One obvious recommendation is that this area should be properly drained and surfaced with tarmac. We think that it will be worth the expense of installing a drain to take away excess water when it rains. The parking area itself is used for only six cars at the moment, and since there are twelve people in the office who drive to work, six of the staff always have to park their cars somewhere else in the neighbourhood. This has led to a 'first come first served' approach and staff are now having to turn up for work about forty minutes early if they want to be sure of a safe place to leave their car. The parking area is big enough to hold twelve cars if we park sensibly, remove some of the bushes, and relocate the storage hut to the western corner behind the building, where there is enough space. It will also be secure there because it can be seen from most of the office windows. The big tree in the middle of the car park will stay, of course, because that creates necessary shade to keep the cars cool while they are parked. At the moment, staff park their cars around the tree, sideways on to it. The bushes make it impossible to park any other way. Only four cars can be parked here because of this; the other two spaces are along the north wall. If staff parked facing the tree, all around it, there would be space, we estimate, for eight cars, and with the removal of the storage hut, another three spaces would become available. That will create thirteen spaces altogether. We also recommend that the car parking bays are clearly marked with paint, so that no-one parks outside these bays. If people park just anywhere, it can leave no room for other cars to turn. We also think that one bay near the door should be reserved for the use of visitors; this will help to give a good impression to customers. Please note that we have not yet costed these suggestions in detail, but we believe that all of the work could be completed for less than 30,000 pula.'

(461 words)

(25 marks)

End of question paper