



NQF

Certificate

1.2 IBC

Introduction to Business Communication

Wednesday 8 June 2016, 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) Describe two techniques that a seller can use to persuade a customer to buy a product and, in each case, say whether the technique is likely to be effective. **(10 marks)**
- (b) A manager wishes to praise a member of staff for the quality of her work. State three possible channels that the manager might use. In each case say why that channel might be a good choice, and identify one or two possible drawbacks of each of your chosen channels. **(15 marks)**
(Total 25 marks)
- Q2** You are the manager of a small manufacturing company in a busy part of town. There is a private gate into your compound, which is for the exclusive use of your employees. However, a new firm has recently opened behind yours, and you have noticed that some of the workers from that firm are using your compound as a short cut on their way to and from the new firm. Last week you telephoned the manager of the new company and asked him to stop his employees from doing this, but they are still doing it.
- You have decided to write a letter to the manager of this other company explaining your feelings about the situation. Inventing all details as you wish, write the letter. **(25 marks)**
(Total 25 marks)
- Q3** (a) State six pieces of information that you should include when leaving a voicemail message on an answering machine. **(5 marks)**
- (b) Describe what happens in a briefing, and describe its main purposes. **(10 marks)**
- (c) Identify a formal situation in which face-to-face communication takes place. Describe how communication in this situation differs from an informal encounter. **(10 marks)**
(Total 25 marks)
- Q4** (a) Identify five aspects of your dressing and personal grooming that can make a positive impression on another person or group of people. In each case, explain what sort of impression you will be trying to create. **(10 marks)**
- (b) Explain what is meant by a 'grapevine', and explain how it affects the organisation in both a negative and a positive way. **(10 marks)**
- (c) Describe the differences between a Chain and a Circle communication structure. **(5 marks)**
(Total 25 marks)
- Q5** (a) The sender of a written message knows that the receiver has poor reading skills. Identify five actions that the sender can take, in order to reduce this possible barrier. **(5 marks)**
- (b) Explain, with examples, two ways in which 'place' can be a barrier to successful communication. **(5 marks)**
- (c) Explain, with examples, what is meant by the term 'unclarified assumptions'. **(5 marks)**
- (d) Explain, with examples, what is meant by **any two** of the following terms:
- (i) Primary data **(5 marks)**
 - (ii) Cooling-off period **(5 marks)**
 - (iii) Business incentive **(5 marks)**
- (Total 25 marks)**

- Q6** (a) Explain the differences between photocopying, scanning and printing. (10 marks)
- (b) A company is considering giving all its staff a mobile phone. Explain the possible advantages and possible disadvantages for the company if it does this. (10 marks)
- (c) Explain how you will save a new document on your computer in order to keep it secure. (5 marks)
- (Total 25 marks)**

- Q7** (a) State, in the correct order, five items that should always appear on the agenda of an official meeting. (5 marks)
- (b) Explain five responsibilities that belong to the chairperson of a meeting. (10 marks)
- (c) Describe how a company's reception area can be made welcoming for visitors. (10 marks)
- (Total 25 marks)**

- Q8** Your friend wants to apply for a job as an office junior in a bank, but has not yet drafted a Curriculum Vitae (CV) / résumé to go with the application. Your friend has come to you for help. A section of what your friend has written is printed below.

Your task is to summarise and organise the information as a CV so that it will make a good impression on the prospective employer. Do this in no more than 100 words.

"I started my education at Tarras Junior School, which was a small local school of about 200 children, then when I was 13 I moved to Longwe Senior School. It is much bigger, maybe 1500 pupils, about ten miles from where I live, and I had to catch the bus to get there. I enjoyed the time I spent there, and I got some qualifications at Longwe. I passed English and Computing with Grade A, and also got a Grade B in Maths and a Grade C in Science. I studied Geography but I only got an E grade. I had some good teachers, and they thought I did well in my exams. I was quite pleased with my results. When I was at Longwe I was a member of the school's running team, and I once came first in an 800 metres race between all the local schools. I won a gold medal for that, which I still have. I enjoy sport, but running is my favourite. I left Longwe last year and I have only done a small amount of work, helping Mr and Mrs Tummel selling books at the market. I have been doing this for six months. I like to talk with the customers and make jokes with them while they are looking at the books. Some people want to read without buying. I like reading, and Mr Tummel lets me borrow books from the shop for free. Mr and Mrs Tummel trust me to take their money to the bank every week. Mrs Tummel said to me, "You are a good person, and you can run fast. I wish everyone was like you." They said that they have sold more books since I began to help them. Two days a week I attend Valliol College where I am studying for my ABE Certificate in Business Management. I will be taking the exams in December 2016. On Saturdays I help out at our local athletics club with the young children, training them to be good runners. The Club President found out that I had a qualification in Computing, so he asked me to look after all the details of the members that the club keeps on its computer database. The other people at the club call me the Secretary!"

(383 words)
(25 marks)

End of question paper

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