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**NQF  
Certificate  
1.2 IBC**

**Introduction to Business Communication**

**Wednesday 2 December 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

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- Q1** (a) Your manager has invited you to take part in a task that requires co-operation with other colleagues. Describe five ways in which people can show that they are willing to co-operate with each other in a face-to-face situation. **(10 marks)**
- (b) The relationship between people can affect how they communicate with each other. Describe how communication can change, depending on whether you are the superior or the junior of the other person. **(10 marks)**
- (c) Describe what is meant by the term 'horizontal communication'. Give an example of the type of message that can be passed in this way. **(5 marks)**  
**(Total 25 marks)**
- Q2** (a) You have been asked to draw up a formal written report. State the main headings that you will use when you write the report, and describe briefly the information you will include under each heading. **(5 marks)**
- (b) You are composing a curriculum vitae (CV) (also known as a résumé). Describe what steps you will take to ensure that it is presented in the most effective way. **(10 marks)**
- (c) Your company sells clothes, and the directors have decided to have a sale. Design a flyer that can be handed out in the street, advertising the sale to local people. **(10 marks)**  
**(Total 25 marks)**
- Q3** (a) When answering the telephone to an unhappy customer, describe the steps you can take in order to achieve a satisfactory outcome to the call, both for your firm and for the customer. **(10 marks)**
- (b) Explain how the use of inappropriate non-verbal signals (body language) can hinder face-to-face communication. **(15 marks)**  
**(Total 25 marks)**
- Q4** (a) A speaker, while giving a talk to an audience of students, uses many jargon terms. Describe two potential problems with the use of jargon and describe one potential benefit of the use of jargon. **(5 marks)**
- (b) Incomplete information is a common barrier to communication, both in oral and written form. State five reasons why a message may be sent or received incomplete. **(5 marks)**
- (c) Briefly describe two examples of how the use of inappropriate channels or media can be a barrier to communication. **(5 marks)**
- (d) Identify three different types of psychological noise and, in each case, state how that particular barrier to communication may be overcome. **(10 marks)**  
**(Total 25 marks)**
- Q5** (a) Explain the differences between 'teleconferencing' and 'telecommuting'. State one advantage and one disadvantage of each. **(10 marks)**
- (b) Explain how a LAN helps business communication. **(10 marks)**
- (c) Describe the process of creating a new spreadsheet on a computer. **(5 marks)**  
**(Total 25 marks)**

- Q6 (a)** Your manager has asked you to set up a room for a panel of three people who will be conducting interviews. Describe five actions you will take, giving a reason for each of them. **(10 marks)**
- (b)** Explain the steps that a manager can take to maintain good working relationships in an office, and to keep staff motivated. **(15 marks)**  
**(Total 25 marks)**

**Q7** Explain the meaning of **any five** of the following terms:

- (i) Arbitration
- (ii) Bcc
- (iii) Chronological order
- (iv) EGM
- (v) Logo
- (vi) Paralanguage
- (vii) Peripheral device

**(25 marks)**

**Q8** You are a secretary in a small company, and you come back from lunch one day to find the following message left on your voicemail:

*“Good afternoon. Hello? Sorry, this line is bad. I think I heard you say on your answering machine that you are the secretary of Orlix Company. Good afternoon. It’s ten past one, so I’m guessing that you’re out at lunch. I’m sorry that I’ve missed you, but maybe you can help me. I’m calling from a company called Spamoval. Sounds a bit suspicious, doesn’t it? It’s meant to stand for “Spam Removal,” but I’m not the owner, so I didn’t create the company’s name. No, I’m the Regional Sales Manager, and I promise you, we’re a totally reputable company. We’ve been in business for five years in the capital, but we’re new in this area, so I’ll be frank with you, I’m trying to expand our business. Here’s what we do. We refurbish old computers. All types of computers - PCs, Macs, notebooks, netbooks, desktops, laptops, it doesn’t matter. If any of your computers are running slow, we can fix them. If any of your computers have a virus, we can get rid of it. No need to spend money on a new machine, eh? We can save you hundreds of pula. Just one hour’s work from us, and your computer’s as good as new. Guaranteed. Oh, I should have said before - my name is Jonny Kappa, that’s J-O-N-N-Y new word K-A-P-P-A. And the name of the company again is Spamoval. What I’d like to do, if you can help me, is to make an appointment with your manager so that I can visit Orlix and show you – with no obligation - all the things we can do for you. I only need half an hour of his time, or her time, and I promise you it’ll be worth your while. We have a special introductory offer for new customers – we’ll fix any one of your computers that has a problem totally free of charge, so that you can see for yourself the quality of our work, and the confidence we have in our engineers. I’m available all day next Tuesday, Wednesday and Thursday, if any of them are convenient. Can you get back to me today, please? My number is 09988776665. Thanks. Look forward to hearing from you. Bye.”*

**(371 words)**

Summarise this message and present all the important points in a properly-headed memo for your manager. The body of your message must be completed in a maximum of 80 words.

**(25 marks)**

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**End of question paper**

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