ASSIGNMENT 1ST SEMESTER : FUNDAMENTALS OF BUSINESS COMMUNICATION 1 (FBC101)

CHAPTERS COVERED : CHAPTERS 3, 5, 8 AND 14
DUE DATE : 3:00 p.m. 18 MARCH 2014
TOTAL MARKS : 100

INSTRUCTIONS TO CANDIDATES FOR COMPLETING AND SUBMITTING ASSIGNMENTS

The complete ‘Instructions to Students for Completing and Submitting Assignments’ must be collected from any IMM GSM office, the relevant IMM GSM recognised Additional Tuition Centre or can be downloaded from the IMM GSM website. It is essential that the complete instructions be studied prior to commencing your assignment. The following points highlight only a few important notes.

1) You are required to submit ONE assignment per module.
2) The assignment will contribute 20% towards the final examination mark, and the other 80% will be contributed by the examination, however, the examination papers will count out of 100%.
3) Although your assignment will contribute towards your final examination mark, you do not have to earn credits for admission to the examinations; you are automatically accepted on registering for the exam.
4) Number all the pages of your assignment (e.g. page 1 of 4) and write your name and surname, student number and subject at the top of each page.
5) The IMM GSM requires assignments to be presented in a typed format, on plain A4 paper. Unless otherwise specified, this assignment must be completed within a limit of 1500 words, excluding the bibliography. Students who exceed the word limit may find that only part of the submitted assignment will be marked.
6) A separate assignment cover, which is provided by the IMM GSM, must be attached to the front of each assignment.
7) Retain a copy of each assignment before submitting, in case the original does not reach the IMM GSM.
8) The assignment due date refers to the day up to which assignments will be accepted for marking purposes. The deadline is 3:00 p.m. on 18 March 2014. Late assignments will be accepted, but 25 marks will be deducted from the maximum mark, if received after 3:00 p.m. on 18 March 2014 and up to 5:00 p.m. the following day, after which no assignments will be accepted.
9) If you fail to follow these instructions carefully, the IMM Graduate School of Marketing cannot accept responsibility for the return of the assignment. It may even result in your assignment not being marked.

Results will be available on the IMM GSM website, www.immgsm.ac.za, on Friday, 2 May 2014.
Specific instructions
This is an ‘open-book’ assignment and is set to test your understanding of the concepts and principles involved.

NOTE: This assignment covers Study Units 3, 4 and 5 of your learner guide, the detail of which you will find in Chapters 3, 5, 8 and 14 in your prescribed textbook, Williams, K., Krizan, A.C., Logan, J. and Merrier, P., 2011. Communicating in Business. 8th ed. South Western CENGAGE Learning.

- It is only when you use your own words that the markers are able to establish whether you have understood the concepts outlined in the study notes and in your textbook. The markers are then in a better position to offer you constructive feedback. Students are, therefore, required to provide their own interpretation of the questions and concepts. Simply reciting from or rewriting the textbook will not result in any marks being awarded.
- Students are reminded that this is an individual effort and group submissions will be penalised.
- Answer ALL the questions.

Note: 10 marks will be awarded for presentation.

Examiner’s Advisory Note

Business communication is designed to be a combination of theory and practice. It addresses some important theoretical aspects of business communication, but the theory is strongly supported by practical examples and exercises. This is so that you start, at this early stage, to find practical uses for the theory you are learning and we urge you to give this aspect of the question paper the attention it deserves. Please also note that answers which are simply extracts from the textbook are not acceptable as this does not contribute to your understanding of the topics.

Furthermore, it is in your own interest to work through these questions without any ‘outside’ assistance if you are to gain the optimum benefit. (In past assignments, some students have collaborated to gain maximum marks in these areas, only to be very disappointed when similar marks are not obtained in the critical final exam.)
QUESTION 1

The Marketing Institute of South Africa (MISA) sent you to Windhoek in Namibia to facilitate three workshops for them. MISA booked accommodation for you at the Country Hotel in Windhoek and you spent four nights there.

The standard of the hotel was, unfortunately, shocking. There were no sheets on the bed, only a fitted sheet and a duvet. The shower floor was so dirty that it was slippery and slimy. The toilet would not flush properly and the remote control of the television did not work at all. Dinner on the first evening consisted of one dry chicken schnitzel with four slices of stale white bread without butter, salt or pepper. On the second day, you visited a grocery store to purchase food for your dinners, rather than eat the hotel’s dinners.

Write a letter to the president of MISA, Dr John Jooste, and explain the situation to him. Warn him that MISA should never use the Country Hotel again and that you would like some compensation for your inconvenience. Bear in mind that you would like MISA to use you again to facilitate workshops for them.

- Use the layout and correct communication tone of a formal business letter. (10)
- Use the five (5) stages of the indirect plan when writing this negative letter. (15)

QUESTION 2

You are in your doctor’s consulting room. He did a number of blood tests a week ago and asked you to come and see him so that he could discuss the results with you. You are very nervous, because you know that you are overweight and unfit. You suspect that the results of your cholesterol test would not be good.

The doctor starts discussing the blood test results with you. Things are not looking good. Not only is your cholesterol too high, but your thyroid is not functioning properly. He lists all the possible risks associated with these two conditions, explains to you how to change your lifestyle to improve it and then suggests a number of medications he would prescribe if your next blood test results show no improvement.

It is a lot of information to take in and you need to listen carefully and effectively in order to remember it all.

2.1 Discuss in a paragraph how you would apply the five (5) elements of the listening process in the situation described above in order to listen effectively. (5)
2.2 Discuss in paragraphs how you would apply at least five (5) guidelines for effective listening in the situation described above in order to listen effectively and not only hear.

(15)

QUESTION 3

Effective email messages must comply with certain guidelines.

3.1 Discuss at least five (5) guidelines for composing effective email messages.

(5)

3.2 Write the following email:

You are the owner of a guesthouse called Sleep Easy. A couple and their three children spent two nights at your guesthouse. They did not settle their bill before they left and still owe you R600.00. There has also been substantial damage to the towels in their bathroom.

Write an email message to them and explain the situation. Refer to the attached invoice reflecting the outstanding amount and also to the attached pictures you took of the damaged towels. You would like the invoice to be paid immediately and you need to be compensated for the damaged towels. Keep the email professional and send a copy of it to your accountant.

Ensure that you apply the email guidelines you discussed in point 3.1.

Marks will be awarded as follows:

- Correct application of email guidelines (10)
- Correct content, tone, style and grammar of the email. (10)

QUESTION 4

Correct the grammar, spelling and/or punctuation mistakes in the sentences below. Ensure that you do not change the meaning of the sentences.

4.1 Please leafe the room quietly?
4.2 My brother and my father and my cousin and my sister-in law are all studying.
4.3 My passion for food family and fab friends.
4.4 Are you exited about your future plans.
4.5 Thnks for answering me so quickly & for providing the solution.
4.6 Turn your back on black and ware racy red to show you are in busines.
4.7 Its not easy, but I keep the house tidy by putting everything in it’s place.
4.8 Other people like Winter and other people like Summer.
4.9 The restaurant is managed by a well-qualified Chef.
4.10 Everyone think he is a expert on the topic.

PRESENTATION

ASSIGNMENT TOTAL: 100