



## ASSIGNMENT MEMORANDUM

**SUBJECT : BASICS OF BUSINESS COMMUNICATION 1 (BBC1)**

**ASSIGNMENT : 2<sup>ND</sup> SEMESTER 2011**

### **NOTE TO MARKERS:**

The following specific instructions were given to all candidates as part of the assignment paper, together with the examiner's advisory note:

#### **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 3-6 of your learner guide, the detail of which you will find in Chapters 4, 5, 7, 8, 11, 13 and 14 in your prescribed textbook: Williams, K., Krizan, A.C., Logan, J., and Merrier, P. 2011. *Communicating in Business*. 8<sup>th</sup> edn. Cengage Learning, South Western.

- 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. Learners 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.
- Learners are reminded that this is an individual effort and group submissions will be penalised.
- Answer **ALL** questions.

**Note:** 10 marks will be awarded for presentation.

#### **Examiner's Advisory Note**

Basic Business Communication 1 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.)

**SECTION A – 50 MARKS**  
**Answer ALL the questions**

**QUESTION 1** **[20]**

The learner should discuss the characteristics of each style and use actual examples to illustrate the communication style. The three communication styles are:

- Passive (i.e. "Forget I mentioned that.") **(5)**
- Aggressive (i.e. "You really blew it this time!") **(5)**
- Assertive (i.e. "I would like to offer my suggestion without being interrupted.") **(5)**
- The assertive communication style is the most effective. **(5)**

**QUESTION 2** **[15]**

Learners should illustrate that they understand the difference between hearing and listening. **(5)**

The five elements of listening are:

- Hearing **(2)**
- Filtering **(2)**
- Interpreting **(2)**
- Responding **(2)**
- Remembering. **(2)**

**QUESTION 3** **[15]**

Learners should list and discuss at least five of the following qualities required for a successful proposal: **(Award 3 (three) marks for each discussed quality, up to 15 marks.)**

- The purpose of the proposal is stated clearly.
- The problem or need is understood and defined clearly.
- The solution is innovative and presented convincingly.
- The benefits outweigh the costs.
- The personnel implementing the solution are qualified.
- The solution can be achieved on a timely basis.
- The proposal is honest, factual, realistic and objective.
- The presentation is professional and attractive.

**SECTION B – 50 MARKS**  
**Answer ALL the questions**

**QUESTION 4** **[20]**

Learners should illustrate that they understand the concept of conflict handling. The most appropriate approaches this situation would be:

- Collaborate **(5)**
- The others are compromise, overpower and accommodate.

Any or all of the following general techniques when dealing with conflict could have been applied: **(15)**

- Act promptly.
- Schedule a meeting.
- Use active listening.
- Communicate honestly.
- Focus on the problem, not the person.
- Brainstorm solutions.
- Implement the solution and set a date for follow-up.

**QUESTION 5** **[20]**

Award marks as follows:

- The actual letter. **(4)**

Learners must illustrate how they have applied the following outline for the direct plan when composing a positive message:

- The opening **(4)**
- The explanation **(4)**
- The sales appeal **(4)**
- The friendly close. **(4)**

**PRESENTATION** **[10]**