



ASSIGNMENT MEMORANDUM

**SUBJECT : BUSINESS COMMUNICATION (BC)
BUSINESS COMMUNICATION 1 (BC101)**

ASSIGNMENT : 2ND SEMESTER 2011

SECTION A (50 MARKS) Answer ALL the questions
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QUESTION 1 [25]

A team or small group in a formal environment such as a business organisation can be described as a small group of individuals involved in face-to-face communication to achieve a common goal. There needs to be effective intra-group communication and some connection between the members.

Description of personal example of serving as a member of a team as well as interaction with other team members that reflects an understanding of the key elements of team functioning.

Marks awarded as follows:

Description of a team	(5)
Description of personal experience	(20)

QUESTION 2 [25]

Appropriate, interesting and colourful graphic communication device that reflects the information given correctly and in an interesting way.

Marks awarded as follows:

Use of a heading and clear labelling including heading reflecting the type of graph used (e.g. bar graph).	(10)
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Correct reflection of the information given showing the products obtained from a barrel of oil.	(15)
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SECTION B (40 MARKS) Answer ALL the questions
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QUESTION 3**[20]**

List of **four (4)** common barriers to effective listening such as distractions, bias, inability to understand or interpret the message being transmitted.

A clear example derived from personal experience of each of the barriers described above.

Marks awarded as follows:

List of four barriers **(4)**

Description from personal experience of each of the above barriers **(16)**

QUESTION 4**[20]**

2 marks each

- 4.1 Applicants need at least two years' experience.
- 4.2 A new supervisor has just been recruited and he will start work at the beginning of the week.
- 4.3 The factory staff were told to leave work early on Friday.
- 4.4 Let us advance to address the next problem.
- 4.5 Our bookstore offers excellent prices.
- 4.6 They established clear criteria for entry to the college.
- 4.7 The lecturer congratulated the student on his good results.
- 4.8 Please let us know the facts of the case.
- 4.9 The certificate is attached to the letter.
- 4.10 Please reverse out of the parking bay.