



**ASSIGNMENT 1ST SEMESTER : BUSINESS COMMUNICATION (BC)
BUSINESS COMMUNICATION 1 (BC101)**

STUDY UNITS COVERED : STUDY UNITS 3, 4, 5, 6 AND 8

DUE DATE : 3:00 p.m. 20 MARCH 2012

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 Student Support 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 subject.
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 20 March 2012. Late assignments will be accepted, but **25 marks** will be deducted from the maximum mark, if received after 3:00 p.m. on 20 March 2012 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, 4 May 2012.

Answer ALL the questions**QUESTION 1** **[25]**

A local motor company has appointed a Chinese manager who has just arrived in the country for the first time from China. His English language competence is quite limited.

Define intercultural communication, then list **four (4)** barriers that might arise between the new manager and the local management team and write a paragraph to explain each of the barriers you have listed.

QUESTION 2 **[25]**

You have recently bought a new motor car called the Adventurer from the Asia Pacific Motor Company.

During the first month, you did not have any engine problems with the vehicle but you experienced the following problems: the boot jammed and you could not open it; one of the mirrors fell off when you were driving on the highway; the indicators do not always work; the leather on the driver's seat has split open on the side; the rear tail lights do not work.

The local dealership where you purchased the vehicle has not been very helpful when you have gone back to them to explain your problems.

Write a letter to the manager of the Asia Pacific Motor Company in an appropriate tone to describe your experiences with your new Adventurer and to ask for his comments.

QUESTION 3 **[20]**

Read the following information on the military capabilities of a number of countries:

Number of submarines: USA 71; China 71; France 10; UK 11; Russia 67;
Japan 18.

Number of combat aircraft: USA 3897; China 1998; France 470; UK 346;
Russia 1880; Japan 469

Select and draw a full page, innovative and colourful graphic communication device that is clearly labelled to reflect the above information in an interesting way.

QUESTION 4 **[20]**

Correct or improve the grammar or language usage in the following sentences to reflect correct, modern English usage:

4.1 The manager said he would revert back to us on his decision.

- 4.2 Please clarify me on the meaning of the word.
- 4.3 The news are really bad today.
- 4.4 The supervisor has an attitude towards his staff.
- 4.5 I would of attended the seminar if there had been transport available.
- 4.6 The manager was very much pleased that the new project was approved.
- 4.7 The financial results for the year were awesome.
- 4.8 Walking down the street, the university was on the left hand side.
- 4.9 There is a large amount of books in the library.
- 4.10 The student saw the advertisement on the newspaper.

PRESENTATION [10]

ASSIGNMENT TOTAL: 100