



**ASSIGNMENT 1<sup>ST</sup> SEMESTER : FUNDAMENTALS OF BUSINESS COMMUNICATION 1 (FBC101)**

**CHAPTERS COVERED : 1 - 5**

**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](http://www.immgsm.ac.za), on Friday, 04 May 2012.

**Specific instructions to learners**

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 1-3 of your learner guide, the detail of which you will find in Chapters 1-5 in your prescribed textbook: Williams, K., Krizan, A.C., Logan, J., and Merrier, P., 2011. *Communicating in Business*. 8<sup>th</sup> ed. South Western CENGAGE.

- 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**

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.)

**Answer ALL the questions**

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

1.1 Correct the grammar, spelling or punctuation mistakes in the sentences below. Make sure that you don't change the meaning of the sentences.

1.1.1 Jack and his friend Peter spends holidays fishing.

1.1.2 Joan was talking to a friend which invited me to join them.

1.1.3 Each person influences their own destination.

- 1.1.4 The movie was excellent?
- 1.1.5 The northern dance school needs money to buy costumes; shoes and to upgrade the studio.
- 1.1.6 I need the latest information on government protocol and etiquette.
- 1.1.7 This message and any attachment is confidential.
- 1.1.8 The best summer months in Europe are June, July and August.
- 1.1.9 The company will open its flagship branch next week.
- 1.1.10 The welcome speech will be made by the father of the bride.

## QUESTION 2 [25]

You are appointed as the corporate communications head of a small bank. You need to convince your manager that a formal communication programme with customers is necessary.

- 2.2 Explain why business communication is important to organisations and individuals. (5)
- 2.3 Discuss each of the **four (4)** goals of business communication to convince your manager of the necessity of a communication programme with customers. (5 marks each) (20)

## QUESTION 3 [25]

You are listening to your lecturer who is explaining how the new course you have just embarked on will be taught, when the assignments are due, and when the exams will be written. The lecturer's first language is Italian and his English usage and pronunciation are different to what you are used to. He has not given the students any notes or documentation. It is extremely hot in the class and you had a very late night. The lecturer also seems to struggle with the heat because he is perspiring and constantly adjusting the temperature control on the air-conditioning unit.

- 3.1 Explain what communication barriers are and who is responsible for minimising them as far as possible during the communication process. (5)
- 3.2 Discuss any **four (4)** communication barriers in the situation described above. (5 marks each) (20)

## QUESTION 4 [20]

You have booked a flight from Johannesburg to Cape Town for yourself. You need to visit the company's office in Cape Town to sign a business contract on behalf of your company with a new supplier of steel pipes.

- 4.1 Write an email memorandum to inform your boss of the reason for the trip, the cost of the flight and exactly when you will be travelling. Copy the relevant colleagues. **(5)**
- 4.2 Discuss in separate paragraphs how you have adhered to your responsibilities as a business communicator and the sender of the email. **(15)**

**PRESENTATION [10]**

**ASSIGNMENT TOTAL: 100**