EXAMINATION : BASICS OF BUSINESS COMMUNICATION 1 (BBC1)

DATE : MAY 2011 PILOT EXAMINATION
TIME ALLOWED : 3 HOURS
TOTAL MARKS : 100

INSTRUCTIONS TO CANDIDATES

1. Please refer to the examination rules and regulations as found in the examination answer book.

2. Answer ALL questions in Section A. This section is worth 50 marks.

3. Answer ANY other TWO (2) questions in Section B. Each question is worth 25 marks.

4. Read each question carefully to determine exactly what is required before attempting the answer.

5. Answers must be set out in a systematic way under appropriate headings and sub-headings.

6. Number your answers clearly.

7. IMPORTANT: Indicate the questions attempted by drawing a circle around the question number on the front cover of the answer book.

NOTE:

- Examination answer books are the property of the IMM GSM and may not be removed from the examination hall.

- Answers to examination questions should not include appendices in the form of personal notes to the examining panel.
SECTION A (50 MARKS)
COMPULSORY
Answer ALL the questions

QUESTION 1 [15]

Business communication has four main goals. Discuss each goal briefly. Which is the most important goal and why?

QUESTION 2 [20]

What is a communication barrier? List at least five (5) communication barriers and briefly discuss them.

QUESTION 3 [15]

How does a high-context culture differ from a low-context culture? Describe these two different communication cultures and explain which communication approach you would use for each of them.

SECTION B (50 MARKS)
Answer ANY TWO (2) questions

QUESTION 4 [25]

You work in the corporate communications department of a large bank. You need to write a letter to some external clients, explaining to them that they will deal with a new relationship manager from next month. These clients are highly valued by the bank and the relationship manager takes care of their financial portfolios. The previous relationship manager was extremely popular with the clients, but decided on short notice to accept a position in England. No one has met the new relationship manager yet.

The process for developing written business messages follows three steps, namely planning, drafting and finalising.

Illustrate only how you would go about implementing step one, i.e. plan your business message (do not draft/write the actual letter). Do not provide theoretical information only, but apply it as if you are really working on such a letter.

QUESTION 5 [25]

One of your colleagues did not behave professionally at a function where the organisation announced its financial results to the media. He had too much to drink and responded in an aggressive manner to some of the questions the media posed. This person does not report to you, but you were responsible for the smooth running of the event as well as maintaining positive relationships with the media.
Explain how you would address this situation by giving your colleague constructive feedback. Use the theory to help you maximise the chances of your colleague’s understanding and acceptance of the feedback, but it is important to illustrate in a practical manner how you would deal with this feedback situation.

**QUESTION 6 [25]**

You are the CEO of a financial institution in Johannesburg. Your head office is based in Sandton and has a very impressive foyer. You have received a request from your company’s marketing department. They have decided to raise funds for the Abraham Kriel orphanage and would like to bake and sell pancakes in the foyer of your head office building. You have some reservations, but decided to approve their request.

- Explain what the direct plan is.
- Write the approval letter implementing the direct plan.