



Communications for Business

01 June 2016

Examination Paper

Answer any FIVE (5) questions.

Clearly cross out surplus answers.

Failure to do this will result in only the first FIVE (5) answers being marked.

Time: 2.5 hours

The maximum mark for this paper is 100.

Any reference material brought into the examination room must be handed to the invigilator before the start of the examination.

Answer any FIVE (5) questions

Marks

Question 1

- a) You are the Marketing Manager of an organisation which designs and sells office furniture. Create an email message that you would send to existing external clients to formally invite them to a promotional event, launching your new range of luxury executive office chairs. **12**
- b) Before attempting to write the email (above) what would be the suggested process (and its components) that could be adopted to ensure effective communication? **4**
- c) Once the new range of luxury executive chairs have started to sell, as Marketing Manager, you decide to send a further email to potential customers from an email database. You wish to demonstrate to potential customers the popularity of the product and the extraordinary rate of sales since the range launch 6 months ago. How could you present this quantitative data as an attachment to the email? Give an appropriate example. **4**

Total 20 Marks

Question 2

- a) You are designing a presentation for young people (16-19 year olds) to identify the benefits of continuing to higher education (university). Explain, using examples, FIVE (5) ways of ensuring an effective presentation for such an audience. **10**
- b) Provide a definition and clear example of the following types of team: **6**
- I. Potential Team
 - II. Real Team
 - III. High-performance Team
- c) Tuckman states that there are five stages of group development. Name the first stage and describe what happens during this. **4**

Total 20 Marks

Question 3

- a) Identify THREE (3) common types of written document that are commonly used in business using an appropriate example for each. **6**
- b) Describe the purpose of an agenda and explain the importance of FOUR (4) agenda items. **10**
- c) Explain, with examples the differences between listening and hearing. **4**

Total 20 Marks**Question 4**

- a) Identify what makes a meeting formal and provide examples of the purpose of formal meetings. **4**
- b) Provide TWO (2) reasons why it is important to minute a meeting. **2**
- c) Identify and justify an appropriate visual aid which could be used to engage an audience. **4**
- d) Explain the term 'virtual meeting'. Develop a convincing argument to compel more businesses to make use of virtual meetings, highlighting FOUR (4) benefits. **10**

Total 20 Marks

Marks

Question 5

- a) Identify and explain Price and Maier's (2007) *Team Profiles*. Which of the profiles is most aligned to your own profile? Explain why. **12**
- b) Explain, with examples the difference between discrete and continuous data. **4**
- c) Explain why non-verbal communication is important. **4**

Total 20 Marks

Question 6

- a) Identify FIVE (5) different types of communication and discuss the factors that should be taken in to account when selecting each type. **10**
- b) Identify the THREE (3) key aspects of a message that should be reviewed and provide examples of how each can be achieved. **6**
- c) Identify the FOUR (4) *Operational Principles* on which Neuro-Linguistic Programming (NLP) is based. **4**

Total 20 Marks

End of paper