**INTRODUCTION TO BUSINESS COMMUNICATION SOLUTIONS MAY 2014**

**Marking Key**

**SECTION A**

**Question 1**

Study skills are important for the success of both students and professionals.

1. Using an illustration, explain how the Cornell System works. (7 marks)

A Cornell System is a style used in note taking. It aims at capturing and presenting correct notes the first time. It therefore emphasises on preparation, note taking and review. The notes are presented on a page divided into two columns and a summary box at the bottom as follows:

|  |  |
| --- | --- |
| Main point | Explaining notes |
| Summary | |

Illustration = 3 marks

Explanation = 2 marks

Language = 2 marks

1. Explain the four strategies a student can use to manage their time effectively. (8 marks)

The four strategies are:

1. Writing semester schedule
2. Developing weekly plan
3. Planning daily schedule
4. Reviewing the schedule

Candidates to explain how each strategy can help to manage time.

TOTAL: **15 Marks**

**Question 2**

1. “Business letters require formality.” Explain what this statement means. (3 marks)

* Formality in a business letter may mean the following:
* The letter should present business related issues
* The letter is written in official language and not informal language
* The letter should be courteous in presentation
* The layout of the letter should adhere to standard presentation

A candidate can pick one of these points and explain clearly.

Explanation = 2 marks

Language = 1 mark

1. Imagine that you work as a customer relations officer in a bank. One of your customers applied for a loan but due to other factors, the bank has not approved the request.

**Required:**

Write a letter to the customer communicating the banks decision and give a convincing reason why the loan cannot be given. (12 marks)

Candidates are expected to write a well laid out letter giving convincing reasons why the loan cannot be given. Three well explained reasons expected for the candidate to get full marks on content. Marks will be allocated as follows:

Format: 3 marks

Content: 7 marks

Language: 5 marks

Distribution of Language marks:

5 marks = Excellent idiomatic expressions without errors

4 marks = Good flowing language with room for improvement

3 marks = Average language with few errors

2 marks = Jerky language with errors

1 mark = Poor language

TOTAL: **15 Marks**

**Question 3**

1. Give any **three** benefits of presenting statistical information using either tables, charts, or graphs. **(3 marks)**
2. Trends can easily be observed.
3. Information is presented in a summarized form
4. Information becomes appealing to the eye and attracts attention
5. It gives a professional touch to a presentation
6. Explain each of the following forms of communicating information by suggesting a situation in which they may be used:
7. Pie chart **(3 marks)**

A chart that looks like a circle and has slices presenting information in percentages. It may be used when information can be presented in percentages.

1. Flip chart **(3 marks)**

Large pieces of paper used to write information during presentations. May be used during oral presentations where you want demonstrate information to an audience. The used paper is flipped over, hence the name.

1. Flow chart **(3 marks)**

A chart showing stages of a process. It makes the reader esily recognize and relate stages. For instance, a flow chart showing the stages of preparing for a meeting.

1. Gantt chart **(3 marks)**

The chart used in planning activities running parallel at the same time. It is important in planning, management and evaluation of activities in an organisation.

**Question 4**

Imagine that you work in a bank and you were asked to investigate customer complaints. After your investigations, you have discovered that, among others, customers are concerned with:

* Long queues in the banking hall
* ATMs always being off line
* Some tellers being rude to customers

**Required:**

Write a short formal report presenting your findings to management. **(15 marks)**

Candidates to write a short formal report having the following parts and mark allocation:

INTRODUCTION = 1 MARK

METHODS = 1 MARK

FINDINGS = 5 MARKS

CONCLUSIONS = 1 MARKS

RECOMMENDATIONS = 2 MARKS

Language = 5 MARKS

Distribution of Language marks:

5 marks = Excellent idiomatic expressions without errors

4 marks = Good flowing language with room for improvement

3 marks = Average language with few errors

2 marks = Jerky language with errors

1 mark = Poor language

**SECTION B - ANSWER ANY TWO**

**Question 5**

Nonverbal communication is used in different situations in organisations. In an essay, explain **four** ways in which a candidate attending a job interview can communicate something nonverbally to the interviewers and in each case give the meaning of the nonverbal cue. **(20 marks)**

* A candidate in a job interview can communicate nonverbally through the following:
* Dressing formally and presentably. This shows seriousness and commitment.
* Arriving in good time. This shows commitment to discipline.
* Displaying confidence. This depicts masterly of material and competence.
* Good communication posture. This shows attention and interest in what is happening.
* Speaking fluently. This is a requirement for people who make presentations. Fluency in language attracts the attention of listeners.
* An appropriate tone. A good tone reveals an attitude that one has in relation to the other.
* Maintaining eye contact. This shows interest and courage.

Each of the four points if well explained = 3 marks

Essay structure = 3 marks

Language = 5 marks

**Distribution of Language marks:**

5 marks = Excellent idiomatic expressions without errors

4 marks = Good flowing language with room for improvement

3 marks = Average language with few errors

2 marks = Jerky language with errors

1 mark = Poor language

**Question 6**

“Developments in Information and Communications Technologies (ICT) have contributed to effective customer service in the banking sector.” Explain this observation using any **four** examples. **(20 marks)**

Candidates may explain the benefits of the following ICT or how banks can utilize these to serve their customers:

* Email
* Telephone
* Websites
* Skype
* Facebook
* ATMs
* TVs
* Radios

Each of the four points if well explained = 3 marks

Essay structure = 3 marks

Language = 5 marks

**Distribution of Language marks:**

5 marks = Excellent idiomatic expressions without errors

4 marks = Good flowing language with room for improvement

3 marks = Average language with few errors

2 marks = Jerky language with errors

1 mark = Poor language

**Question 7**

Oral presentations are common in most work places.

1. Outline any **four** ways in which you would prepare for an oral presentation. **(8 marks)**
2. Doing research about the topic
3. Analyzing the expectations of the audience
4. Planning what to dress on the day
5. Acquiring visual aids to be used
6. Practicing the presentation before the actual presentation
7. Describe any **four** visual aids which a bank manager could use when making an oral presentation. **(12 marks)**

Candidates can describe any of the following visual aids:

1. Flip charts
2. Projector
3. Graphs
4. Pictures
5. Tables
6. Posters
7. Boards

Full marks should only be given where the candidate shows clear understanding of the visual aids and if this is presented without an error.

**TOTAL: 20 MARKS**

**Question 8**

1. Give any **two** advantages and any **two** disadvantages of written communication. **(8 marks)**

Advantages

1. Records are kept
2. Editing is possible before sending the message
3. Message can be attended to when it is convenient
4. Message can be read again and again

Disadvantages

1. Delayed feedback
2. Benefits the literate only
3. What is written can be lost
4. It is impersonal
5. Your colleague has requested you for tips on how they can make communication by telephone effective. Write a memo to your colleague and provide the tips. **(12 marks)**

Tips on making telephone communication effective:

* Pick calls quickly
* Speak clearly
* Be friendly and helpful
* Give the call undivided attention
* If a message is written down, read it again to the caller for confirmation
* Address the other person by their name of position
* Any other that make sense

Content = 4 marks

Layout = 3 marks

Language = 5 marks

* An appropriate tone. A good tone reveals an attitude that one has in relation to the other.
* Maintaining eye contact. This shows interest and courage.

Each of the four points if well explained = 3 marks

Essay structure = 3 marks

Language = 5 marks

**Distribution of Language marks:**

5 marks = Excellent idiomatic expressions without errors

4 marks = Good flowing language with room for improvement

3 marks = Average language with few errors

2 marks = Jerky language with errors

1 mark = Poor language

**TOTAL: 20 MARKS**

**END OF EXAMINATION PAPER**