



CS PART I SECTION 1

BUSINESS COMMUNICATION

TUESDAY: 24 November 2020.

Time Allowed: 3 hours.

Answer question ONE and any other FOUR questions. ALL questions carry equal marks.

QUESTION ONE

You are the Human Resource Manager of Sanjo Industries, a company that specialises in the manufacture of plastic products. In the last eight months, the company has been experiencing some go-slows, murmurs of disquiet and even threats by employees to go on strike. The Managing Director is very concerned about these happenings and has requested you to investigate the cause of these problems and report back to her in four weeks time.

Required:

Assuming you have just completed your investigations:

- (a) Using the above information and any other relevant information, write a report to your Managing Director. (14 marks)
 - (b) Outline six features of a letter of transmittal you would consider to accompany the report in (a) above. (6 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Summarise eight intrapersonal barriers to communication. (8 marks)
 - (b) Discuss six types of interviews in an organisation. (12 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Explain five modern electronic communication delivery mechanisms. (10 marks)
 - (b) Highlight five acts that may lead to the communication from a manager to be deemed unethical. (5 marks)
 - (c) Outline five steps an interviewer could take to ensure effectiveness of an interview. (5 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Summarise five factors which determine an organisation's adherence to ethical communication. (5 marks)
 - (b) Highlight five benefits of the grapevine channel of communication in an organisation. (5 marks)
 - (c) Assess five techniques that a speaker may use to help the audience remember his speech. (10 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Outline six guidelines to be followed when writing a response to a request for a proposal. (6 marks)
 - (b) Highlight six business situations when the oral channel of communication could be the most appropriate. (6 marks)
 - (c) Analyse four methods of decision making in a meeting. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Suggest five communication guidelines for improving interpersonal relationships. (5 marks)
- (b) Summarise five types of materials that may be distributed as handouts during a presentation. (5 marks)
- (c) Evaluate the stages of the listening process. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) With reference to records management:
- (i) Distinguish between “vertical filing” and “lateral filing”. (4 marks)
- (ii) Outline six advantages of vertical filing to an organisation. (6 marks)
- (b) Summarise five benefits that could accrue to an organisation from effective communication. (5 marks)
- (c) State five essential features of a good notice. (5 marks)
- (Total: 20 marks)**
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