



FACULTY OF HUMANITIES

SCHOOL OF LANGUAGES

DEPARTMENT OF LANGUAGES, CULTURAL STUDIES AND APPLIED LINGUISTICS

(LanCSAL)

PROGRAMME	:	National Diplomas DIP301 Banking, DIP 303 Accountancy, DIP 302 Credit Management, DIP 304 FIS
SUBJECT	:	Business Communication Skills
COURSE CODE	:	COS1AA1 / COS1A11
DATE	:	06 JUNE 2018
DURATION	:	3 HOURS
TIME	:	12:30 - 15:30
MARKS	:	100
WEIGHTING	:	50:50
EXAMINER	:	Ms R. Pather
MODERATOR	:	Dr C. Ntui

(THIS QUESTION PAPER CONSISTS OF NINE (9) PAGES)

INSTRUCTIONS

1. Fill in all your details on the front cover of the answer book provided.
 2. Write the name of your lecturer on your answer booklet/s.
 3. Answer all questions in the answer book provided.
 4. Number your answers according to the question paper.
 5. Dictionaries are allowed.
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SECTION A**QUESTION 1: GRAMMAR**

Rewrite the following sentences correcting all errors. Underline your corrections.

- 1.1 In November, low-cost competitor kulula.com accused Mango of using taxpayers money from SAA to subsidise it's operations. (2)
 - 1.2 Terrorism is an urban phenomena. (1)
 - 1.3 That pile of tax returns need to be sorted. (1)
 - 1.4 The CEO, as well as the company's legal counsel, have tendered his resignation. (1)
 - 1.5 The company selected Kay and I to attend the conference. (1)
 - 1.6 Sipho will discuss the affect of the global investment on investment. (1)
 - 1.7 With less employees, you will have fewer overheads. (1)
 - 1.8 If I had money I can be able to buy a car. (1)
 - 1.9 This problem is making me to worry. (1)
- [10]**

QUESTION 2: MULTIPLE CHOICE - REPORT WRITING

Circle the correct answer. These questions must be answered at the back of the answer booklet.

- 2.1 All of the following statements are true about the language of a report except:
 - a. It must be written in the past tense.
 - b. It should never use jargon.
 - c. It must be written in the passive voice.
 - d. It must be written in the third person.

- 2.2 In the Procedures there are many methods one may use to collect information which may include all the following except:
- a. conducting experiments
 - b. making personal observations
 - c. administering questionnaires
 - d. summarising information
- 2.3 Only one of the following statements can be classified as a finding:
- a. A special committee must be set up to organise the allocation of funds.
 - b. Students need more banking facilities on campus.
 - c. Students complained that they felt unsafe once they have left the campus to catch taxis or trains.
 - d. There is confusion over who is responsible for managing the laboratories.
- 2.4 The terms of reference section in a report provides all of the following information except:
- a. The method you will follow to obtain your information.
 - b. The submission date of the report.
 - c. The date on which you were asked to draw up the report.
 - d. The name and position of the person requesting the report.
- 2.5 In a report the following statement can be classified as a recommendation:
- a. The factory can be repaired.
 - b. The repair should be put out to tender.
 - c. The insurance money will cover the cost of repairs.
 - d. The main roof beam was not affected by the fire.

QUESTION 3: SUMMARISING

Summarise each of the following sentences. At the end of each sentence we have indicated the number of words your final sentence should have. Write down the number of words at the end of each sentence that you have summarised.

- 3.1 The analysis was thoroughly and wholly complete. {4} (3)
- 3.2 The secretary's proposal was adopted with the full agreement of all the members. {7} (5)
- 3.3 It is not fair and just in the interest of the consuming public that any commercial concern should acquire the sole power of trading in some particular article to the exclusion of its rivals. {12} (7)
- [15]**

SECTION B**QUESTION FOUR: THEORY OF COMMUNICATION**

Read the case study below and answer the questions that follow.

- 1 Anna sat in her lecture and tried to concentrate on what the professor was saying, but it was rather difficult to hear through all the mumbling of her fellow classmates. Her classmates made comments about Germans being very strict in nature. Anna had the advantage in this lecture since she was fluent in German and after each valid point made by the professor, she would nod.
- 2 From what she could hear the German professor was giving a brilliant lecture. At times he used words that were directly translated from German to English. Luckily, Anna was doing her fourth year, majoring in German, so this had no impact on her understanding of the lecture. Her classmates, however, gazed at the professor in confusion and continued to mumble amongst themselves.
- 3 At the end of the lecture, the professor asked a question and only three raised their hands. The professor pointed at the first student who raised his hand. His answer was incorrect. The professor then pointed to Anna, who had the response he was looking for.

QUESTIONS

- 4.1 In paragraph 1, why would both Anna and the professor be labelled 'senders' in the communication process? (2)
- 5./.....

- 4.2 Identify one example of semantic noise evident in the case study. (1)
- 4.3 Refer to paragraph 3. Is the feedback from the students positive or negative? Provide a reason for your answer. (2)
- 4.4 Identify an example of a stereotype from the case study. Justify your answer. (3)
- 4.5 In paragraph 3, who is the sender and the receiver of the message? (2)
- [10]**

QUESTION FIVE: NON-VERBAL COMMUNICATION

Refer to the case study above to answer the following questions.

- 5.1 Refer to paragraph 1. How does Anna's non-verbal cue improve the communication situation? (2)
- 5.2 Which non-verbal category does Anna make use of in paragraph 1? (1)
- 5.3 Identify the non-verbal function used by the professor in paragraph 3. Explain why it is effective in this context. (3)
- 5.4 Provide an example of paralanguage from the case study. (1)
- 5.5 How is chronemics used in the case study to show that the professor was unaware of the feedback from his students? (3)
- [10]**

QUESTION SIX: ORGANISATIONAL COMMUNICATION

Read the case study and answer the questions that follow.

Orbit does its bit

The Orbit Organisation has announced that its South African branch will be doing its bit to alleviate unemployment in that country.

This Japanese company, which has its head office in Tokyo, also has branches in Paris, Sweden, London and South Africa.

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Following proposals from the chief executive officers, who head each branch, it was decided that instead of two erection and installation teams, the South African branch would employ six teams, reporting to two production managers. These teams will be led by two senior electricians, be assisted by four electricians and ten unskilled workers.

Mr Eersch, the production director of Orbit, has been informed by Mr Hleta, director of client services, that the company has been awarded a contract to install new lighting at the Workhard University.

Further expansion would also occur in the Client Services Department, which would now have three salespersons and the Administrative Department would also have vacancies for two additional members of staff.

In total the local company will now employ 52 members of staff. It was decided that each of the three directors, one from each department, would be assisted by two managers.

QUESTIONS

- 6.1 Identify the type of communication between Mr Eersch and Mr Hleta. (1)
- 6.2 Name two advantages of the communication identified in 6.1. (2)
- 6.3 Mention one position in Orbit electronics where you would most likely encounter a gatekeeper. Motivate your answer. (3)
- 6.4 The shop steward is also a liaison officer at Orbit Electronics. What makes his role that of a liaison in the organisation? (2)
- 6.5 Why would the CEO of the company also be a cosmopolite? (2)

[10]

QUESTION SEVEN: INTERCULTURAL COMMUNICATION

Read the case study and answer the questions that follow:

Susan is a supervisor in the accounting department at iAfrica Solutions. The five members of staff who work under her seem to think she judges them according to her culture because she always refers to her culture as an “orderly culture” compared to others. “Well, these are modern times, people need to learn to adapt”, she always says.

7./.....

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QUESTIONS

- 7.1 Susan is using her culture as a “yardstick” to judge the cultures of her staff. What is the term given to this? (1)
- 7.2 Supply the communication term used when we view our culture as superior to other cultures. (1)
- 7.3 Name the communication term that refers to your culture’s set of standards. (1)
- 7.4 Quote a statement from the passage that refers to the concept of acculturation. Explain your answer. (2)
- 7.5 Explain the concept of cultural relativity used in multicultural communication. Provide one example to clarify your explanation. (3)
- 7.6 How will Susan’s attitude affect the climate in her department? Justify your answer. (2)

[10]

SECTION C

QUESTION EIGHT: LETTER OF APPLICATION

The advertisement below was adapted from Career FAQs online (29 March 2018). Write **only** a suitable cover letter of application in response to the required criteria. Provide all necessary details. Do not include the address of the letter. Start at the salutation: Dear

Mark Allocation:	Content:	8
	Format:	2
	Language:	5

Accountant Position

Location: Gauteng
Job Type: Permanent
Salary: Excellent

This is a great opportunity for an accountant to work for a small but rapidly expanding accounting firm.

Requirements

- The successful applicant will have a degree/diploma in accounting and possess excellent communication skills, for this is a client-facing role.
- Your primary responsibilities will include:
 - Preparation of financial statements
 - Assisting with the management of our client base
 - Taxation advisory
 - Client financial and management accounting
 - Client liaison and business development
 - Mentoring and guiding junior staff
- To be successful in this role you will have to work to strict deadlines and enjoy contributing to a fun, professional working environment.
- You will take ownership of this role and will be passionate about teamwork and creating a pleasant corporate culture – our team loves coming to work every day.

Recommendations

A minimum of three years' experience in a similar role will be an advantage.

Please send all applications to John Fitzgerald, Head of HR – joh.fitz@email.com

[15]

QUESTION NINE: PARAGRAPH**Instructions for paragraph writing:**

- Your paragraph should be well planned. Include a topic sentence, linking words and a concluding sentence.
- Spelling and grammar are important.
- The mark allocation is as follows:

Content: (8)

- Title of paragraph
- Clear statement of opinion
- Supporting sentences

Style: (7)

- Grammar and language usage
- Use of conjunctions and connectives
- Logical sequencing of sentence

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Write a paragraph of 12 to 15 lines on ONE of the topics below.

- a. Discuss the effects of poor encoding on the feedback of a message.

OR

- b. What role does culture play in the use of haptics? Explain, using a relevant example.

OR

- c. What is the grapevine? Discuss the disadvantages of listening to information from the grapevine.

[15]

TOTAL: 100

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