



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Management
DEPARTMENT	Business Management CEP's
CAMPUS	APB
MODULE NAME	Business Writing and Communications
MODULE CODE	HC1BWCN
SEMESTER	First
ASSESSMENT	Supplementary Summative Assessment (July 2020)

ASSESSMENT DATE	July 2020	TIME	TBA
ASSESSOR(S)	Dr N Cunningham		
MODERATOR(S)	Mrs L Botha (Milpark Education)		
DURATION	Section A: 1 hour Section B: 3 hours	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	5
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INFORMATION/INSTRUCTIONS:

- This is an open-book assessment.
- Read the questions carefully and answer only what is asked.
- **All** questions should be answered using your own words and own examples. **Do not simply copy from the textbook or other sources.**
- You may use your module notes, but may not ask any other person for assistance either personally, through social media or any other form of communication.
- Section A should be completed using the Blackboard platform and Section B completed by typing out the answers in the Word document provided and submitting via the Turn-It-In link on Blackboard. Take note that Turn-It-In assesses each submission for similarity (i.e. plagiarism). If it is found that your work is similar to the textbook, other sources or

any of your peers, the Student Ethics and Judicial Services will be informed. This would lead to a disciplinary hearing which may include expulsion.

- You are required to sign and submit the anti-plagiarism declaration.
 - By submitting your assessment, the general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.
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SECTION A

[40 MARKS]

Please complete this section via the Blackboard platform.

SECTION B

[60 MARKS]

*There are **three questions** in this section. Each question is based on a scenario, please read the questions carefully and apply to the applicable scenario.*

Please complete this section by typing out your answers in the Word document provided. Thereafter, upload your submission through the Turn-It-In link available on Blackboard.

QUESTION 1**(20 MARKS)**

Mark has been working at a telecommunications company for the past 8 years but isn't being promoted. He is smart, capable and has a good work ethic but he gets the impression that the senior management team don't like him. Mark is required to attend all staff meetings but he regards meetings as a waste of time and he makes sure that he takes his cellphone or laptop into every meeting so that he can work on other tasks. If he doesn't have any tasks to complete he either goes onto Facebook or leans back in the chair and looks out the window.

He also sits at the head of the table. He constantly checks his watch to see how much time is still left before he can leave and when the meeting has been concluded he is usually the first person out of the door. When Mark is asked to contribute in meetings he dominates the conversation and doesn't allow for anyone else to share their opinions. If someone tries to contribute their point he rolls his eyes at them and carries on talking. He hardly ever makes eye contact with anyone and makes inappropriate jokes at times.

- 1.1. Explain what Mark is doing wrong with regards to his communication (including non-verbal), according to the information in the scenario (10 marks). As part of your answer suggest how Mark can improve. Motivate your suggestions (10 marks). (20)

Use this table to guide your answer:

What is Mark doing incorrectly? Why is it incorrect? (2 marks each)	How can Mark correct it? (2 marks each)
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

QUESTION 2**(20 MARKS)**

A new bank has just started operating in South Africa. The bank would like to differentiate itself amongst the current competition by offering consistently high levels of customer service and present itself as a premium bank for all customers. This will be done by:

- 1) Setting up a call centre – the bank knows that customers want to speak to an actual person when it comes to their finances. They don't simply want to engage with the bank through the online platforms (i.e. website and app). This means that the call centre should be equipped

with handling a large number of calls and offer consistent levels of customer service leaving customers satisfied with their interaction.

2) Setting up branches – based on some research, the bank knows that they do not need to have hundreds of branches across South Africa. Instead, they know that customers like to engage over the phone and at times the online platforms. Therefore, in order to communicate itself as a premium bank, the physical branches need to reflect that.

- 2.1. Assume that you have been appointed to assist developing the procedure to follow when answering the telephone call in the bank's call centre (specifically the home loan division). Practically apply the **four (4)** phases to follow when answering a telephone call from the bank's customers wanting to apply for a home loan. Your answer should be a step-by-step guide outlining exactly what the employee should say (3 marks per phase). (12)

Use the table below to guide your answer:

Phase	Guide to answering the phone when a customer is phoning to apply for a home loan (3 marks per phase).
Phase 1	<ul style="list-style-type: none"> • • •
Phase 2	<ul style="list-style-type: none"> • • •
Phase 3	<ul style="list-style-type: none"> • • •
Phase 4	<ul style="list-style-type: none"> • • •

- 2.2. After implementing the phases to follow when answering a telephone call, you have overheard some employees saying the following:

- When the caller gets through to the home loan division instead of the general enquiries line, the agent simply says that they have reached the incorrect division and disconnects the call.

- While speaking to the caller, the agent does not take notes or repeat any details back to the caller.

Explain why these are bad telephone habits (1 mark each) and recommend what the agent should do instead (1 mark each). (4)

- 2.3. As mentioned in the scenario, the bank would like their branches to communicate a premium service offering. You know that managing the bank's corporate image is important. Practically explain how you would use the facilities at the bank (2 marks) and the behaviour of the staff (2 marks) to ensure a premium image is communicated to the bank's customers. (4)

QUESTION 3

(20 MARKS)

You are manager and work at a bank and you have been tasked with introducing a new dress policy. While the dress policy is not designed to restrict employees in terms of what they wear, it will ensure that all employees look neat and tidy and work. You are tasked with communicating this new dress policy to all employees.

- 3.1. Through the use of the components within the revised (convergent) model of communication, provide a practical example of each component. (7)
- 3.2. Some staff members have disagreed with the new dress policy because they believe it restricts their identity and freedom of expression. Develop the message they would send to you, the manager, using the plan to *communicate neutral news*. (10)
- Tip: the message should look as though it is ready to be sent to you, the manager.*
- 3.3. Your line manager doesn't understand why employees are not happy with the new dress policy. Provide a practical example of how one's cultural beliefs could influence the perceptions of the dress code policy. (3)