

UNIVERSITY OF SWAZILAND

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

SUPPLEMENTARY EXAMINATION 2006

FULL-TIME AND I.D.E.

TITLE OF PAPER : BUSINESS COMMUNICATION

COURSE : BA312

DEGREE AND YEAR : DIPCOM 3

TIME ALLOWED : TWO (2) HOURS

- INSTRUCTIONS:**
- 1. THIS PAPER CONSISTS OF SECTION (A) AND (B)**
 - 2. SECTION (A) IS COMPULSORY**
 - 3. ANSWER ANY TWO (2) QUESTIONS FROM SECTION B**

**NOTE: MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH
AND FOR ORDELY PRESENTATION**

THIS EXAMINATION PAPER SHOULD NOT BE OPENED UNTIL INVIGILATOR HAS GRANTED PERMISSION

SECTION A [COMPULSORY]

READ THE FOLLOWING CASE AND ANSWER THE QUESTIONS BELOW

IN A FIX AT SECURE-IT

Selwyn arrived at work early, feeling alert and cheerful. He'd played a morning squash game and had won. He perched on the edge of a desk in the reception area to have his coffee. He liked to chat to the secretary, Stacey, and the receptionist, Beverly, before going to his office in the mornings. Selwyn's outgoing, friendly nature made him an excellent salesman for the firm SECURE-IT, but his ebullience could be a little overpowering first thing in the morning. He was giving Stacey (Beverly had not yet arrived) a blow-by-blow account of his squash game, when the telephone rang. Before Stacey could get to the telephone, Selwyn picked up the receiver.

Selwyn: Secure-it, good morning.

Caller: Hello, this is Mrs. Musikanth speaking. I have an emergency. Hello?

Selwyn: I'm still here, Mrs Musika.

Caller: Yes, I have an emergency. My husband has . . .

Just then Beverly walked in and noticed that Selwyn was sitting on an important document on her desk. She had slept badly and was feeling tired and irritable. As a result she shouted rather too loudly at Selwyn to get off her desk. Selwyn waved his arm to silence her and knocked his coffee over in the process. He leapt off the desk and tried to mop up the mess with his handkerchief.

Selwyn: I'm sorry, the . . . er . . . line is a bit bad. Could you repeat that Mrs Musics?

Caller: I HAVE AN EMERGENCY. My husband left for a business trip early this morning with the security gate keys. I can't get out of the house! I tried to climb through the window but I can't get through the bars. I need to get to work as soon as possible. Can you send someone round?

Selwyn: Yes, Mrs Music, we have a locksmith. We'll send him round straight away. Don't worry, we'll soon have you sorted out.

Caller: Good! Thank you so much. Goodbye.

During this conversation, Beverly had been frantically trying to salvage her

document. She'd managed to save most of it from the coffee — but it would need re-typing.

"Selwyn, you clumsy idiot," she exclaimed crossly.

"I'm sorry," said Selwyn, draping his arm over her shoulder. "But at least I answered the phone for you."

"You're not supposed to answer the phone!" said Beverly, shrugging his arm away.

"If you were here on TIME," said Selwyn, looking at his watch pointedly, "and if Stacey wasn't half asleep . . . "

"That's unfair!" exclaimed Stacey, glaring at him. The three of them started to argue heatedly. They were so busy that they didn't notice Mr Green, their boss, who had come into the room.

"Excuse me," he said loudly, "I have a very upset lady on the telephone. She has been locked in her house for an hour . . . "

Source: Michael Fielding. *Effective Communication in Organizations* 2004

QUESTIONS 1

- a) What were the barriers to good communication that led to the argument between Stacey, Selwyn and Beverly? Give examples to support your argument. (10 MARKS)
- b) Analyse the telephone conversation between Selwyn and Mrs Musi-kanth. What did Selwyn do wrong? Give examples to support your answer. (15 MARKS)
- c) How should Selwyn have handled the telephone call? (15 MARKS)
- d) How can the employees of Secure-It overcome the barriers to effective communication? (10 MARKS)

SECTION B

ANSWER ANY TWO (2) QUESTIONS FROM THIS SECTION

QUESTION 2

MTN Swaziland has just advertised to fill a vacant position in the customer service department. Respond to this advertisement and prepare a Curriculum Vitae to accompany your application letter. (25 MARKS)

QUESTION 3

- a) Describe the formal channels of communication and their importance to the organization. (15 MARKS)
- b) Explain how letters can be used as ambassadors for an organization. (10 MARKS)

QUESTION 4

- a) Using an organization of your choice, explain how the electronic office has impacted business communication in that company. (15 MARKS)
- b) What communication skills are most important in an electronic office? (10 MARKS)

QUESTION 5

- a) Identify five barriers to effective listening and discuss how these barriers can be overcome. (10 MARKS)
- b) Using a company of your choice, outline the essential elements of minutes of meetings. (15 MARKS)