

# **UNIVERSITY OF SWAZILAND**

## **FACULTY OF COMMERCE**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**SUPPLEMENTARY EXAMINATION 2010**

**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 SECTIONS (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 ORDERLY  
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**

Mrs Ndlovu, the manager, noticed that Mr Stevens, a new employee, was late for work. This was not the first time she had noticed this so she called him into her office. Mrs Ndlovu sat behind her desk but did not invite Mr Stevens to sit. Immediately she began Stevens that being late for work was wrong and that she did not like people who were late more than once. When Mr Stevens tried to say something, Mrs Ndlovu held up her hand and said she had not finished yet. She said it was a pity that Mr Stevens had begun so badly as this would show on his record and would affect his performance appraisal. Again Mr Stevens tried to speak, but Mrs Ndlovu interrupted him. She said that she wanted no excuses and hoped that Mr Stevens was not going to deny that he had been late several times. Mr Stevens hung his head and nodded while Mrs Ndlovu gave a speech on company values and being punctual. She ended by saying that she would not put up with sloppy behaviour from junior staff.

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SOURCE: Du Plessis N. et al. 2007. Professional Communication for Business. Person South Africa, pp. 98-99.

**QUESTION 1**

- a) Write a report on the above case, identifying the problem and recommending a solution. **(30 MARKS)**
- b) Identify the different types of listening and state which one Mrs Ndlovu should have engaged in. **(20 MARKS)**

## **SECTION B**

**ANSWER ANY TWO (2) QUESTIONS FROM THIS SECTION**

### **QUESTION 2**

Discuss the different types of conflict and the various techniques you can use to manage them. **(25 MARKS)**

### **QUESTION 3**

- a) Discuss the communication process. **(16MARKS)**
- b) What factors must be considered when choosing the most appropriate medium for a message. **(9 MARKS)**

### **QUESTION 4**

Discuss the issues in one's background that might be regarded as a red flag by a prospective employer when applying for a job. **(25 MARKS)**

### **QUESTION 5**

Identify the major components to include in a request for a proposal (RFP). **(25 MARKS)**