

SIR ARTHUR LEWIS COMMUNITY COLLEGE
Division of Technical Education and Management Studies

EXAMINATION SESSION : Semester Two 2011/2012 Examination
TUTOR (S) : Mrs. P. E-Ford, Ms. ML. Catty, Mr. J. Joseph
PROGRAMME TITLE : Business Administration
PROGRAMME CODE : 3BS-ABA-AD
COURSE TITLE : Business Communication
COURSE CODE : COM207
DATE : 24th April, 2012
COMMENCEMENT TIME : 1:00pm
DURATION : 2 ½ hours
INVIGILATOR (S) : A. Plummer, A. Spurway, A. G-Rodriguez,
L. Phillips
L. Joseph, N. Goolaman
ROOM (S) : CEH-1H-02
OTW-R8
CEH-1R-03



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INSTRUCTIONS:

1. Students are reminded to read **ALL** questions and instructions in each section very carefully.
2. **ANSWER all** questions from Section A: Part One, Part Two and Part Three which are worth a total of 35 marks.
3. **ANSWER one** question from Section B, Section C and Section D. Section B is worth 25 marks, Section C is worth 15 marks and Section D is worth 25 marks.
4. **NB:** Bags, books, as well as writing paper not given by the invigilator should be deposited at the front of the examination room or as otherwise indicated.
5. **NB:** All cell phones are disallowed in the examination room.

Borrowing or lending is prohibited.

- Students are advised to use a pen to write this examination
- Write your ID number on *each* answer sheet
- All cell phones must be turned off during the examination
- **Note:** Bags, books as well as writing paper not given by the invigilator should be deposited at the front of the examination room or as otherwise indicated.
- Students **must** sign **IN** and **OUT** on the examination class list
- All examination papers **must** be turned in to the invigilator together with the answer sheets

SECTION A: (35 marks)

Part One: Answer either True or False by circling the correct response. (15 marks)

1. The physical environment is not important to communication. True/False
2. Business writing style is less formal and more personal than it used to be. True/False
3. Unsolicited proposals demonstrate initiative on the part of the writer. True/False
4. Courtesy is not an important factor in a telephone call as it is in a face-to-face conversation. True/False
5. Many reports require some primary as well as secondary research. True/False
6. The functional resume focuses on educational background and work experience. True/False
7. The complimentary close 'your's sincerely' is correctly written. True/False
8. The following message is acceptable in business communication: The report was sent to the manager yesterday. The report on building expenses. True/False
9. The employment application letter is a type of sales letter. True/False
10. A speech is a less structured oral presentation which is delivered with the help of visual aids and is participative. True/False

SECTION A:

Part Two: Link the numbered words to the corresponding phrases by writing the correct number in the space provided. (10 marks)

- | | | |
|---------------------------|-------|--|
| 1. Memos | _____ | List of items to be covered in a meeting. ✓ |
| 2. A Proposal | _____ | Taking initiative not invited or asked to. ✓ |
| 3. Chronological Resume | _____ | Include academic, personal traits, and job experience. ✓ |
| 4. An Adjustment Letter ✓ | _____ | Are interoffice, interdepartmental correspondence |
| 5. Unsolicited | _____ | Seeks to respond to a claim letter. ✓ |
| 6. Agenda | _____ | Organizes the applicant's knowledge and skills merchandise according to a time sequence. |
| 7. A Report | _____ | Is a document which seeks to convince a prospective buyer of goods and or services. |
| 8. Stress interview | _____ | Are based on original first-hand knowledge/information. |
| 9. Primary Data | _____ | Interview designed to test a candidate's ability to handle tense situations. |
| 10. Qualifications | _____ | Describes what is either planned or has been accomplished. |

SECTION A:

Part Three: Complete each of the following statements by writing down the letter that indicates the most appropriate answer. (15 marks)

1. A good example of modern business language is:
 - a. Enclosed please find the brochure you requested.
 - b. Find the brochure you requested herewith.
 - c. You requested the brochure, find it.
 - d. I enclose the brochure which you requested.

2. The conclusion of a report may be written as:
 - a. The introduction
 - b. The summary
 - c. The development
 - d. The recommendation

3. Cindy is asked by her teacher to present on a topic "off the top of her head". This type of oral presentation is called:
 - a. Memorized
 - b. Manuscript
 - c. Impromptu
 - d. Extemporaneous

4. In a report, the data analysis forms part of:
 - a. The body
 - b. Introduction
 - c. The memo heading
 - d. The conclusion

5. The required number of voting members who must be present to transact business at a meeting is called:
 - a. A majority
 - b. An agenda
 - c. Ex-officio members
 - d. A quorum

6. As a type of formal written communication process, the business letter is used most often for:
 - a. External communication
 - b. Horizontal communication
 - c. Internal communication
 - d. Vertical communication

7. Employers use resumes to:
 - a. Decide who has the most experience
 - b. Obtain information on the needs of the employee
 - c. Decide whom to interview
 - d. Know the applicant's background

8. The five main stages in the communication process, in the correct order, are:
- Sender-message-medium-receiver-feedback
 - Message-sender-receiver-medium-feedback
 - Receiver-sender-message-feedback-medium
 - Sender-medium-message-receiver-feedback
9. Mr. Boulogne has given the DTEMS teaching staff a list of items of business to be discussed during a meeting. He has given them:
- A quorum
 - The minutes of the meeting
 - An agenda
 - A motion
10. You have been selected as a possible candidate for a job and have to go through an interview sequence. Which of the following would you **not** have to sit through?
- Intense interview
 - In-depth interview
 - Stress interview
 - Multiple interview
11. A student has asked you to outline the characteristics of an effective report. Which of the following would you **not** include in your response?
- Accuracy
 - Subjectivity
 - Completeness
 - Good organization
12. A record of the proceedings of a meeting usually duplicated for the members is called:
- A quorum
 - An agenda
 - The minutes of the meeting
 - A motion
13. The parts of the short formal memorandum report are:
- Terms of reference, findings and procedure.
 - Procedure, conclusions, findings and bibliography.
 - Terms of reference, procedure, findings, conclusion and recommendation.
 - Findings, procedure, heading and recommendation.
14. The key difference between proposals and reports is that proposals, if accepted:
- Tend to be longer and more complex.
 - Usually require financial investment on the part of their recipients.
 - Can be solicited or unsolicited.
 - Contain more visuals and include an appendix.
15. The function of the closed question format is to:
- Test the respondents' ability to answer questions
 - Provide respondents with the choice of answers
 - Allow the respondents to state their opinion
 - Allow the respondents to write their own report

SECTION B: LETTERS (25 marks)

Choose one from the list below and do the following:

- a. Identify the purpose and two characteristics of the chosen letter
- b. Write the actual letter

Note: Ensure that you adhere to all the fundamentals of letter writing and formatting.

1. You are the victim of unwarranted abuse, suffered from one of the sales clerks at a store you frequently patronize. Write a letter of complaint to management describing the situation.
2. You are president of a campus organization that sets up social functions with students and prospective employers in the community. Write a letter to a company representative inviting him or her to attend a cocktail event on campus.
3. Write a letter in response to the following advertisement. You may use your own background or a fictional one.

WANTED: Student assistant to work in the university personnel office 10-15 hours per week. Must have good typing skills and have worked on a word processor. It should be organized and detail-oriented.

Write a letter outlining your background and why you are interested in the position. Do not include a resume.

SECTION C: MEMOS (15 marks) Choose one of the following and write the memo.

1. You are a member of staff at the Sir Arthur Lewis Community College and you need to draw the attention of your colleagues to some very important issues. Write a memo on one of the following, drawing attention to:
 - a. Either the health hazards or fire hazards caused by cigarette smoking.
 - b. The facilities of the college library.
 - c. The announcement of staggered working hours for the Divisions of the college to ease the traffic congestion at the beginning and end of the working day.
2. Your office Manager asks you to write a one-page memo that summarizes the correct procedure to be followed by all office workers who receive telephone calls. As you plan your memorandum, give special attention to:
 - i. Promptness in answering calls
 - ii. Proper identification
 - iii. Treating callers as honored guests

SECTION C: REPORTS (25 Marks)

Select one question from the list and submit a report of about 250 words on the chosen topic.

1. Submit an investigation report (memorandum format) to the Dean, DTEMS, on sports facilities at the Sir Arthur Lewis Community College and make recommendations.
2. Your college president has appointed you to make a survey of traffic problems in and around the campus with the objective of determining whether student's vehicles, mini-buses and any other unauthorized vehicles on campus should be banned. Write a memorandum report for the action the president should take.
3. The students of the college complain that there is a problem with the communication of information from management to students. As the President of the Students Council, prepare a (Memorandum) report to be submitted to the Principal of the college.
4. You have noticed that many DTEMS students complain about the services offered by the college library. Draft a report to be submitted to the Dean, DTEMS.

THE END