

NCC EDUCATION

**INTERNATIONAL DIPLOMA
IN
COMPUTER STUDIES**

BUSINESS COMMUNICATION

11th September 2005

MARKING SCHEME

Markers are advised that many answers in Marking Schemes are **examples only** of what we might expect from candidates. Unless a question **specifically states** that an answer is demanded in a particular form, then an answer that is correct, factually or in practical terms, must be given the available marks.

If there is doubt as to the correctness of an answer the relevant NCC textbook should be the first authority.

This Marking Scheme has been prepared as a guide only to markers. This is **ABSOLUTELY NOT** a set of model answers; **NOR** is the Marking Scheme exclusive, for there will frequently be alternative responses which will provide a valid answer.

Notice to Markers

Where markers award half marks in any part of a question they should ensure that the total mark recorded for a question should be a whole mark.

SECTION A - 1

**ANSWER ALL QUESTIONS FROM THIS SECTION
EACH QUESTION REQUIRES ONE RESPONSE ONLY**

For each question enter ONE capital letter ONLY in your answer booklet.

Marks

QUESTION 1

1

Choose from the list the name which completes this sentence correctly:

The earliest model of the communication process was that described by Shannon and _____ in the 1930s.

- A) Baker
B) Miller
C) Porter
D) Weaver

Answer D

QUESTION 2

1

Is the following statement true or false?

Memoranda are written communications intended for external use only.

- A) True
B) False

Answer B

QUESTION 3

1

Choose from the list the word which best completes this statement about written correspondence:

‘ _____ ’ indicates accompanying documents.

- A) Enclosures
B) Memoranda
C) Salutations
D) Letters

Answer A

QUESTION 4

1

Is the following statement about interviewing technique true or false?

Open questions are particularly suited to interview situations.

- A) True
B) False

Answer A

QUESTION 5

1

Choose from the list the **team type** described here:

This team type is hardworking and well-organised with a dutiful and predictable attitude. A lack of flexibility can be a weakness.

- A) Plant
B) Shaper
C) Chairman
D) Company worker

Answer D

QUESTION 6

1

Choose from the list the term associated with web conferencing which this describes:

This is the equivalent of using a blackboard but on a computer screen. It allows one or more users to draw on the screen while others on the network watch, and can be used for noting the key points of a discussion.

- A) Blackboarding
B) Greyboarding
C) Whiteboarding
D) Webboarding

Answer C

QUESTION 7

1

A meeting consisting of the fixed number of members of an organisation or society who must be present for its business to be valid is said to be _____.

- A) Legal
B) Quorate
C) Rational
D) Effective

Answer B

QUESTION 8

1

Complete this statement about computerised presentation packages:

Presentation packages such as _____ provide a set of templates which are preformatted models for slides.

- A) Word
B) Excel
C) PowerPoint
D) Access

Answer C

QUESTION 9

1

Choose from the list the word which best completes this sentence about presentation technique:

The _____ of your presentation will make a lasting impression on your audience and will probably be the thing they remember most.

- A) Beginning
B) Middle
C) End
D) Opening

Answer C

QUESTION 10

1

What sort of writing does this statement describe?

Text written in complete grammatical sentences and paragraphs.

- A) Continuous prose
B) Poetry
C) Notes
D) Bullet points

Answer A

SECTION A – 2

**ANSWER ALL QUESTIONS FROM THIS SECTION
EACH QUESTION REQUIRES MORE THAN ONE RESPONSE**

QUESTION 11

2

Which TWO of the following subjects featured in a job advertisement are **conditions of service**?

- A) Pension arrangements
B) Holiday entitlement
C) Qualifications
D) Responsibilities

Answer A & B

QUESTION 12

2

Choose from the list TWO words which best complete this statement about writing style:

When writing to someone you know well, perhaps a similar grade to you in the organisation, you are communicating on a _____ level and so would adopt a _____ tone.

- A) personal
B) formal
C) friendly
D) persuasive

Answer A & C

QUESTION 13

2

Which TWO of the following are valid reasons for producing minutes of a meeting?

- A) To decide on policy matters
B) To inform people of actions agreed
C) To influence people
D) To keep a record of events

Answer B & D

QUESTION 14

2

Choose TWO words from the list which best complete this description of a line graph:

A line graph has a _____ (x) axis and a _____ (y) axis, each one with a particular scale.

- | | |
|-------------|---------------|
| A) Vertical | C) Lateral |
| B) Diagonal | D) Horizontal |

Answer D & A – note – answers need to be in the correct order for the 2 marks!

QUESTION 15

3

Match each description in the first list with the type of decision making that it describes.

1. Most frequently taken decisions, under clearly defined rules
2. Based on opportunities, looking outside the organisation, and to the future
3. The nature of these decisions is uncertain and therefore risky

- | | |
|----------------|----------------|
| A) Operational | C) Tactical |
| B) Strategic | D) Exceptional |

Answer 1A; 2B; 3B

QUESTION 16

3

Using this set of data **1, 2, 3, 4** for each calculation, find the correct answer from the second list (A-F) for each value in the first numbered list (1-3). Items in the second list may be used more than once if necessary.

1. Arithmetic mean
2. Median
3. Mean

- | | |
|--------|--------|
| A) 1 | D) 2.5 |
| B) 1.5 | E) 3 |
| C) 2 | F) 3.5 |

Answer 1&D; 2&D; 3&D

QUESTION 17

4

Put the following elements of a letter in the order in which they would appear in a correctly structured letter of complaint.

- | | |
|-------------------------------|--------------------|
| A) Suggested remedy | C) Salutation |
| B) Description of the problem | D) Subject heading |

Answer 1C, 2D, 3B, 4A

1 mark for each item in its correct position in list to a maximum of 4 marks. For incomplete answers, allow one or two marks at marker's discretion.

QUESTION 18

4

Which FOUR of the following might be characteristics of an **effective** group?

- | | |
|--------------------------|------------------------------|
| A) Domination by the few | E) Feelings aired |
| B) Formality | F) Constructive criticism |
| C) Feelings hidden | G) Premature decision-making |
| D) Lots of discussion | H) Informality |

Answer D, E, F & H

QUESTION 19

4

Formal meetings have set rules and procedures to be followed. Which FOUR of the meetings listed are the **least** formal?

- | | |
|---|----------------------------------|
| A) Extraordinary General Meeting | E) Project group |
| B) Team briefing | F) Branch meeting |
| C) Board meeting | G) Working party |
| D) Shareholders' meeting | H) Annual General Meeting |

Answer B, E, F & G

QUESTION 20

4

Which FOUR of the following should be given special attention when you are giving a presentation?

- | | |
|-----------------------------|---------------------|
| A) Audibility | E) Rehearsal |
| B) Research | F) Gestures |
| C) Variation of tone | G) Planning |
| D) Note-taking | H) Posture |

Answer A, C, F & H

Total 40 Marks

SECTION B
ANSWER ANY THREE QUESTIONS

QUESTION 21

Marks

Throughout the question, please credit any valid alternative point.

- a) There are a number of steps to follow when preparing a summary of written material. The first is to check that you understand your instructions or terms of reference. Briefly outline the remaining SIX steps of the procedure. 6
- *Read the material to get an idea of the general sense*
 - *Identify and make notes of the key points which are relevant to the terms of reference*
 - *Write out a rough draft using your own words*
 - *Check the number of words in the draft and reduce if necessary*
 - *Re-read the draft to check it still makes sense and is grammatically correct*
 - *Write out or type up a fair copy of the summary making further improvements if needed*
- 1 mark per point to a maximum of 6 marks.*
- b) There are different types of summary with different uses.
- i) Briefly describe the type of summary known as a **précis**. 1
A faithful miniature reproduction of the original which retains all the major features and ideas.
- ii) Briefly describe the type of summary known as an **abstract**. 1
Selective data usually from a long specialist paper or article.
- c) Outline FOUR features of each of the following organisational structures.
- i) Centralised structure 4
- *Decisions come from a central hub of senior management*
 - *Communication between senior management and each head of department is strong and sometimes paternalistic*
 - *Communication between heads of department, however is less strong and controlled to a large extent by senior managers within the hub*
 - *Relatively easy to standardise such an organisation, to give it a consistent image both internally and to the outside world*
 - *Easy to accrue the benefits from bulk purchasing in this structure*
- 1 mark per point to a maximum of 4 marks.*
- ii) Matrix structure 4
- *Emphasises a project team approach*
 - *Most dynamic of structures*
 - *Lends itself to fairly rapid change to meet requirements of new contracts or diversification*
 - *Some autonomy in budget management, in quality assurance and in marketing*
 - *Leaders may be tempted to build empires from their own teams and be reluctant to have them dispersed*
- 1 mark per point to a maximum of 4 marks.*

- d) Memoranda have a simplified standard layout compared to letters and include only a limited number of headings. Briefly describe FOUR parts of a memorandum. **4**
- *To (name of the recipient – sometimes his or her designation/ title)*
 - *From (name of sender and designation, could include telephone number)*
 - *Date (in full, as in a letter)*
 - *Reference (for filing purposes)*
 - *Subject (serves as a title which briefly describes the content)*
- 1 mark per point described to a maximum of 4 marks.*

Total 20 Marks

QUESTION 22**Marks****Throughout the question, please credit any valid alternative point.**

- a) Short informal reports are used to convey information among the lower levels of an organisation. This type of report normally has three distinct sections.
- i) The **introduction** to a report would describe the background to the situation. List THREE other things which the **introduction** might include. **3**
- *The reason for producing the report*
 - *Who asked for it*
 - *When it was asked for*
 - *How the investigation was carried out*
- 1 mark per point to a maximum of 3 marks.*
- ii) List THREE sorts of information that might be included in the **body** of the report. **3**
- *The findings*
 - *The facts*
 - *The sources of information*
 - *Clear headings and numbered points used to break down information into logical sections*
- 1 mark per point to a maximum of 3 marks.*
- iii) List THREE pieces of information that might be included in the **conclusion** of a report. **3**
- *Sums up the information objectively*
 - *States what action to take – if any*
 - *Recommendations (if asked for) can be included here*
 - *Any recommendations must be based on the established facts*
- 1 mark per point to a maximum of 3 marks.*
- iv) List THREE ways in which a **formal** report differs from the short informal report. **3**
- *Longer and more complex*
 - *More thorough*
 - *Often based on detailed research and examination of a problem*
 - *Usually requires more sections/ divisions than an informal report*
- 1 mark per point to a maximum of 3 marks.*

- b) At a job interview many different characteristics and abilities of an applicant will be assessed. For example, the interview panel needs to judge whether the candidate uses his or her intelligence to the best advantage. 4

Identify and briefly describe another TWO aspects of an individual that would help the interviewer decide whether the candidate would be suitable for the job.

- *Qualifications and experience – education, level of achievement; special prizes; any obvious weaknesses*
- *Physical characteristics – any defects of health or physique that might be of occupational importance; how agreeable the appearance, bearing and speech are; how important this is for the job*
- *Special aptitudes – evidence of mechanical aptitude, manual dexterity, facility in use of words or figures*
- *Interests – are they intellectual, practical, physically strenuous, social, artistic? Level of ability. Are interests related to the skills needed for the job*
- *Disposition – acceptable to others? Likely to influence others and in what way? Calm, cheerful, independent, predictable*
- *Circumstances – able to travel? Free to transfer to another location*

1 mark for each aspect identified plus one mark for further description to a maximum of 4 marks.

- c) The way we conduct ourselves when working in a group can influence the effect we have on others. One negative example is avoiding eye contact. Give FOUR other examples of **bad body language** we should try to avoid when working in a group. 4

- *Sitting outside the group*
- *Folding your arms*
- *Clicking pens*
- *Holding your head in your hands*
- *Stretching aggressively*
- *Smoking without permission*
- *Showing impatience*
- *Fingers tapping*

1 mark per point to a maximum of 4 marks.

Total 20 Marks

QUESTION 23**Marks****Throughout the question, please credit any valid alternative point.**

- a) The size of a group can affect its behaviour and efficiency. Briefly describe TWO characteristics of each of the following differently-sized groups. 2
- i) A group of two people 2
- *Implausible because biased or freakish decisions can occur*
 - *Each person can exercise complete veto over the other*
- 1 mark per point to a maximum of 2 marks.*
- ii) A group made up of three people 2
- *Tendency for two to unite against the third*
 - *The odd one is likely to withdraw into him/herself and stop being productive*
 - *Third member could react by setting up a damaging protest movement*
 - *Three-person groups lack the error-correcting characteristics of larger groups*
- 1 mark per point to a maximum of 2 marks.*
- b) There are a number of behavioural skills which can help an individual to become a valuable team member. One example is the ability to use and recognise non-verbal communication. List FOUR other such skills or abilities which are useful to a team member. 4
- *Be aware of the objectives*
 - *Use verbal communication to facilitate understanding*
 - *Recognise individual relationships and motivations*
 - *Offer praise and encouragement*
 - *Create relaxation without diversion*
 - *Offer and evaluate information*
 - *Suggest actions*
 - *Synthesise ideas*
- 1 mark per point to a maximum of 4 marks.*
- c) Briefly describe EIGHT items that would appear on a typical **agenda** for a meeting. 8
- *Explanatory heading which might include: title or name of committee; reason for meeting; date, time and venue*
 - *Apologies for absence: chairman opens meeting and announces apologies of any member unable to attend*
 - *Minutes of the last meeting: to be read and approved as a true record of the events of the previous meeting*
 - *Matters arising: there may be something to report on a particular item pursued since the last meeting; this may be deferred until later in the meeting*
 - *Correspondence: letters and communications received which relate to the meeting*
 - *Presentation of accounts: for adoption or approval*
 - *Special business: particular matter(s) given agenda time for discussion*
 - *Any other business: items to be introduced which have not appeared elsewhere on the agenda, or members feel deserve attention; if important, the topic may appear in its own right on the agenda for the next meeting*
 - *Date of next meeting: chair in consultation with other members to decide the date of the next meeting; meeting formally closed and finishing time noted by secretary*
- 1 mark per point to a maximum of 8 marks.*

- d) The **secretary** of a committee is responsible for making all practical arrangements for a meeting. List FOUR of the arrangements that need to be made. **4**
- *Booking the venue*
 - *Ensure sufficient seating and provide place cards*
 - *Provision of presentation equipment such as OHP, flip chart and stand, video player etc.*
 - *Provision of paper, pencils, pens*
 - *Refreshments: tea, coffee, water; lunch if meeting scheduled to run all day*
- 1 mark per point to a maximum of 4 marks.*

Total 20 Marks

QUESTION 24**Marks****Throughout the question, please credit any valid alternative point.**

- a) There are FOUR particular pieces of information which must be included in the **notes for minutes** of a meeting. What are they? **4**
- *record of the date, time and place of meeting*
 - *list of all members present, officials first, followed by an alphabetical list of members*
 - *list of apologies for absence, with reasons if this is normal practice for the organisation*
 - *summary of the main facts and arguments*
- 1 mark per point to a maximum of 4 marks.*
- b) You have been closely involved in modernising your organisation's staff recruitment methods by increased use of the Internet for advertising vacancies and for online job applications. Your boss is very impressed with your work and has asked you to prepare a short talk about the experience to present to other branches of the company. Write structured notes for a short speech. Invent any details to make it realistic. **10**

Available marks:

Structure: **3**

Content: **7**

Structure:

Must have an introduction, a main body and a conclusion

Up to 3 marks for structure.

Introduction should include:

- *who the speaker is*
- *what s/he is going to speak about*
- *why s/he is going to speak about that particular topic*

Up to 2 marks for content of introduction.

Main body:

- *points should be in logical order to support relevant argument (if appropriate)*
- *any relevant information should be credited as content*

Up to 4 marks for content of main body.

Conclusion:

- *should summarise main points and come to a tidy finish*

1 mark for conclusion

- c) During the presentation, two members of the audience are disturbing other people by talking loudly to each other. List SIX different ways in which the presenter could deal with this situation. **6**
- *Stop speaking and wait for them to stop, then continue with the presentation*
 - *Stop speaking, look at the pair, wait for them to stop, then say 'thank you' with a friendly, understanding smile*
 - *Stop speaking and ask the pair if they would like to share their conversation with the rest of the audience*
 - *If they choose not to, then say you will continue, and do so*
 - *Politely ask them to be quiet*
 - *If they share their conversation, thank them if it is relevant and invite them to offer comment by raising a hand in future*
 - *If they share their conversation and it is not relevant, offer to speak to them afterwards to discuss any issues*
 - *If situation becomes inflamed, adjourn for a comfort break to allow everyone to calm down. Try to avoid entering into an argument*
 - *Give one of the persistent disrupters a job to do, such as taking notes of the proceedings or distributing handouts*
- 1 mark per point to a maximum of 6 marks.*

Total 20 Marks

	Obj A	Obj B	Obj C	Obj D	Obj E	Obj F	Obj G	Page reference <i>Business Communication</i> (NCC Education Ltd, 2002)
Section A - 1								
Q1	1							1-5
Q2			1					3-31
Q3			1					3-30
Q4				1				4-24
Q5					1			5-7
Q6						1		6-25
Q7						1		6-14
Q8							1	7-12
Q9							1	7-6
Q10		1						2-32
Total A - 1	1	1	2	1	1	2	2	10 marks
Section A - 2								
Q11				2				4-7
Q12			2					3-28
Q13						2		6-10
Q14							2	7-22
Q15	3							1-14
Q16		3						2-14
Q17			4					3-21
Q18					4			5-15
Q19						4		6-4/5
Q20							4	7-26/27
Total A - 2	3	3	6	2	4	6	6	30 marks
Section B								
Q21a)		6						2-34
Q21b)		2						2-33
Q21c)i) ii)	8							1-18/19
Q21 d)			4					3-29/30
Q22a)			12					3-40/41/42
Q22b)				4				4-26/27
Q22c)					4			6-18/19
Q23a)					4			6-6/7
Q23b)					4			5-13
Q23c)						8		6-8/9
Q23d)						4		6-15
Q24a)						4		6-10
Q24b)							10	Chapters 7 and 4
Q24c)							6	7-30
Total B	8	8	16	4	12	16	16	80 marks
Total A - 1	1	1	2	1	1	2	2	10 marks
Total A - 2	3	3	6	2	4	6	6	30 marks
A + B	12	12	24	7	17	24	24	120 marks
recommended %	10%	10%	20%	5%	15%	20%	20%	100%
actual %	10%	10%	20%	6%	14%	20%	20%	100%