

**NCC INTERNATIONAL DIPLOMA
IN
COMPUTER STUDIES

BUSINESS COMMUNICATION**

13th June 2004

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 letter ONLY in your answer booklet.

Marks

QUESTION 1

1

From the list, identify the *mode* of the following set of data:

2, 7, 10, 7, 5, 2, 11, 12, 10, 2.

- a) 6.8
- b) 7
- c) 2
- d) 68

Answer C

QUESTION 2

1

Choose from the list below the type of written communication which this statement describes:

An orderly, objective message used to convey information from one organisational area to another or from one institution to another to assist in decision-making or problem solving.

- a) Email
- b) Report
- c) Memo
- d) Letter

Answer B

QUESTION 3

1

Which of the following presentation methods is usually best for presenting detailed numerical information to an audience?

- a) Histogram
- b) Pictogram
- c) Table
- d) Pie chart

Answer C

QUESTION 4

1

If in a group of individuals there is a breakdown in one or more stages of the communication process, this might cause which of the following situations?

- a) Conflict
- b) Contrast
- c) Personality differences
- d) Industrial relations

Answer A

QUESTION 5

1

Which of the following words is an alternative term for a *functional* relationship within an organisation?

- a) Parallel
- b) Vertical
- c) Horizontal
- d) Diagonal

Answer D

QUESTION 6

1

During a job interview, the following question is asked: "What were your responsibilities in your last job?" This is an example of which type of question?

- a) Open question
- b) Closed question

Answer A

QUESTION 13**4**

Four recognised stages of a group's development. Put them in the **order** in which they would probably occur.

- | | |
|-------------|---------------|
| a) Storming | c) Forming |
| b) Norming | d) Performing |

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

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 14**2**

Which TWO of the following sections would be found in a **formal report**?

- | | |
|------------------------|-----------------------|
| a) Complimentary close | c) Terms of reference |
| b) Recommendations | d) Enclosures |

Answer B & C

QUESTION 15**3**

Complete each of the following three statements with the most suitable word from the list below. Choose a **different** word to complete each statement.

- The terms _____ and journal mean the same thing: weekly, monthly or quarterly publications dealing with a specialised subject.
 - A weekly or monthly publication which contains a wide variety of subjects is known as a _____.
 - An abstract of a long article is a _____ which contains selective data.
- | | |
|-------------|-----------------|
| a) Magazine | c) Bibliography |
| b) Summary | d) Periodical |

Answer 1 + D; 2 + A; 3 + B.

QUESTION 16**3**

Which THREE of the following should be included in the **minutes** of a meeting?

- | | |
|--------------------------------|---------------------------|
| a) Notice of the meeting | d) Agenda for the meeting |
| b) List of all members present | e) Date of meeting |
| c) Apologies for absence | f) Chairperson's agenda |

Answer B, C & E

QUESTION 17**2**

Choose TWO words from the list to best complete this definition:

_____ are preformatted models for slides and presentations that are available with computerised presentation packages such as _____.

- | | |
|-----------------------------------|--------------|
| a) PowerPoint | c) Word |
| b) Overhead transparencies (OHTs) | d) Templates |

Answer D & A

QUESTION 18**3**

Match each committee member's title in the first list with the duty for which he or she is responsible from the second numbered list below:

- | | |
|----------------|--------------------------------------|
| a) Secretary | i) Conducting of the meeting |
| b) Chairperson | ii) Maintenance of financial records |
| c) Treasurer | iii) Administrative responsibilities |

Answer A+iii); B+i); C+ii)

1 mark for each correct pairing to a maximum of 3 marks.

QUESTION 19**4**

Put these stages of a presentation into the **order** in which they would usually occur:

- a) Summary of main points
- b) Conclusion
- c) Opening remarks
- d) Questions

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

1 mark for each item in its correct position in list to a maximum of 4 marks. For incomplete answers, allow 1 or 2 marks at marker's discretion.

QUESTION 20**2**

Choose from the list below the TWO words or phrases which best complete this definition of a CV:

Curriculum vitae (CV) means _____ in Latin. It is a brief factual outline of your qualifications and _____.

- a) Hobbies
- b) Working experience
- c) Certificates
- d) List of life

Answer D & B

Total 40 Marks

SECTION B	
ANSWER ANY THREE QUESTIONS	

QUESTION 21

Marks

Throughout the question, please credit any valid alternative point.

- a) i) State THREE characteristics of a **formal meeting**. 3
- *Has set rules and procedures that must be followed*
 - *A complete written record of the proceedings must be produced*
 - *Often a legal requirement to hold a formal meeting*
- 1 mark per point to a maximum of 3 marks.*
- ii) Give THREE examples of different types of formal meetings. 3
- *Annual General Meeting*
 - *Extraordinary General Meeting*
 - *Board meeting*
 - *Shareholders' meeting*
 - *Employer/ trade union or staff association*
- One mark per point to a maximum of 3 marks.*
- b) Briefly describe TWO ways in which the effectiveness of a normal business meeting could be measured. 4
- *Relevance of its discussion and result*
 - *Speed with which problems are resolved and action taken*
- Up to 2 marks per point to a maximum of 4 marks.*
- c) The Chairperson of a meeting should have a clear idea of the purpose of a meeting and how s/he intends to achieve it. 6
- Briefly describe THREE points that a chairperson should observe when **planning** for a meeting.
- *Decide on the main aim and express it in a way that everyone present can understand. Progress toward that goal must be monitored throughout the meeting*
 - *Consider the resources available – the knowledge and skills of the members – and how they might best be used*
 - *Decide which points or topics should be raised and prepare a plan to have these views put across*
 - *Anticipate any likely difficulties and obstacles, and objections and reactions: plan how to overcome or counter them. Try to predict the possible course of discussion*
 - *Plan how to get the meeting from its starting point to the intended aim as effectively as possible. Ensure discussion does not stray too far from this path*
- Up to 2 marks per point to a maximum of 6 marks.*

d) A **group** will typically be made up of different types of people with their own combination of characteristics, strengths and weaknesses.

i) List ONE strength and ONE weakness of the team type known as **company worker**.

2

Strengths:

- *Organiser*
- *Practical*
- *Logical*
- *Hard working*
- *Self-disciplined*

One mark.

Weaknesses:

- *Lack of flexibility*
- *Unresponsive to unproven ideas*

One mark.

ii) List TWO typical features of the team type known as **completer**.

2

- *Painstaking*
- *Orderly*
- *Anxious*
- *Conscientious*

One mark per point to a maximum of 2 marks.

Total 20 Marks

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

- a) Your boss is going on a business trip and has asked you to arrange hotel accommodation for him in the capital city of your country in two weeks' time. This you have done by telephone. Now write a letter to the hotel confirming the arrangements. **10**

To prevent any misunderstandings, you must include complete and clear information referring to the arrangements made and so the letter must include the following information:

- The date accommodation is required
- The number of nights' accommodation
- The type of room
- The name of the person coming to stay

You may include additional information if you wish. Invent any information that you need to.

Your letter should be in an accepted business format.

Available marks:

Layout and format – 5

Content – 5

Letter should be coherent, legible and fulfil the purpose set out in the question.

Layout should be in a consistent format throughout i.e. in a blocked, semi-blocked or indented style and include the following:

- *Sender's address*
- *Recipient's address*
- *Date*
- *Salutation and corresponding complimentary close*

1 mark per point to a maximum of 5 marks.

Content of the body of the letter should include:

- *Date accommodation is required*
- *Number of nights accommodation*
- *Type of room e.g. with bath/shower/ suite etc*
- *Name of person for whom accommodation is booked*
- *Other relevant information*

1 mark per point to a maximum of 5 marks

- b) Memoranda (memos) are commonly used in business communication.

- i) List THREE ways in which **memos** differ from business **letters**. **3**

- *Exclusively for internal use*
- *Standardised format*
- *No need for lengthy explanations: recipient will understand jargon, know the background etc*
- *Writing style less formal than letters*

1 mark per point to a maximum of 3 marks.

- ii) List THREE factors which could affect the writing style used in a memo. **3**

- *Status of recipient: personality, position, education, age*
- *Context of the message: routine, crisis, reprimand*
- *Nature of the message: factual, requesting, persuasive*
- *Priority of action needed: urgent; need to liaise*

1 mark per point to a maximum of 3 marks

- c) Your behaviour at a job interview will influence the prospective employer's opinion of you. Briefly describe TWO points to remember at an interview that will help to give a good impression. **4**
- *Arrive on time: allow plenty of time to get to the interview*
 - *Don't sit down until you are invited*
 - *Don't slouch in the chair, sit up straight*
 - *Don't chew gum, eat or smoke*
 - *Be polite: say 'please' and 'thank you' as appropriate*
 - *Control nervous habits such as foot tapping, nervous laughter etc*
 - *Concentrate on what is being said to help you stay calm*
 - *Don't take alcohol or any kind of tranquillising drug immediately prior to an interview*
- Up to 2 marks per point to a maximum of 4 marks.*

Total 20 Marks

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

- a) Decision making in an organisation has three levels: strategic, tactical and operational.
- i) Briefly describe TWO characteristics of **strategic** levels of decision-making. **4**
- *Based on opportunities, where senior managers look outside the organisation*
 - *Long-term planning, based on looking ahead as far as five years or more*
 - *May involve investment, expansion and diversification, the nature of such decisions is uncertain and therefore risky*
 - *Usually involves policy-making in order to sustain the financial well being of the organisation, its public image and its future*
- Up to 2 marks per point to a maximum of 4 marks.*
- ii) Briefly describe TWO characteristics of **operational** levels of decision-making. **4**
- *Decisions which are most frequently taken by supervisors and junior managers, under clearly defined rules and within available resources*
 - *Often occur using very up-to-date information such as the level and quality of performance of machinery and operatives*
 - *An operational decision can be made by a computer using the relevant data and can be even more effective if systems designers write in the necessary checks to try to avoid errors*
- Up to 2 marks per point to a maximum of 4 marks.*
- b) When you undertake research for an assignment, your first step is to decide what information you need. The next step is to find that information.
- i) List THREE sources of information that you might use in your research. **3**
- *Libraries or learning centres*
 - *People: lecturers, library staff etc*
 - *Books, newspapers, journals*
 - *Computerised catalogues*
 - *Abstract services*
 - *Internet*
 - *Course reading lists*
 - *Bibliographies*
- 1 mark per point to a maximum of 3 marks.*
- ii) Once you have collected your information, you have to decide how much of it you can use in your assignment. List THREE rules you can apply for selecting or rejecting material. **3**
- *Is it up-to-date*
 - *Is it accurate*
 - *Is it relevant*
 - *Is it complete*
- 1 mark per point to a maximum of 3 marks.*
- c) All research involves collecting and analysing data.
- i) What is *primary* data? **1**
- Original, raw information never before collected.*
- ii) What is *secondary* data? **1**
- Interpretations and/or analysis of primary data.*

d) A professional presentation is likely to include the use of visual aids such as OHTs or slides.

i) Give TWO **advantages** of using visual aids in a presentation. 2

- *Reinforce what has been said*
 - *Simplify information*
 - *Aid bullet-pointed note taking*
 - *Illustrate points made*
 - *Summarise what has been said*
- 1 mark per point to a maximum of 2 marks.*

ii) Give TWO **disadvantages** of using visual aids in a presentation. 2

- *Expensive to produce*
 - *Need regular updating*
 - *Take time to prepare*
 - *Dependent upon projection equipment*
 - *Might distract presenter from the audience*
 - *Might distract audience from the presenter*
- 1 mark per point to a maximum of 2 marks.*

Total 20 Marks

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

- a) There are several different **leadership styles** that may be adopted by the leader of a group. **9**
Name THREE different leadership styles **and** briefly outline the characteristics of each type named.

Available marks:

Leadership styles – 3

Description – 6

Autocratic

- *Imposition of the leader's will on the rest of the group to achieve a single objective*
- *Usually results in passive resistance in group and requires continual pressure from the leader to get anything done*
- *Not a good way to get the best performance from a group*

Laissez-faire

- *Haphazard decision making with no evidence of responsibility being taken*
- *Leader exercises little control over the group, leaving them to sort out their roles and tackle their work*
- *Typically leaves group floundering with little direction or motivation*

Democratic

- *No-one dominates – a 'we' and 'us' approach taken, and initiatives welcomed*
- *Leader makes decisions by consulting group, whilst still maintaining control of the group*
- *Leader motivates the team by empowering them to direct themselves and guides them in an overseeing role*

Collective

- *Based on equality, but leader needs power of persuasion*
- *This approach can work if group is made up of highly skilled and motivated individuals determined to be successful in the project*
- *Danger of leader absolving him/herself of leadership responsibility and relying on the group for all decisions*

1 mark for each leadership style named, to a maximum of 3 marks. Up to 2 marks for description of each leadership style named to a maximum of 6 marks.

- b) During a presentation, two members of the audience are talking loudly to each other and are distracting the audience. Describe FOUR ways in which the presenter could deal with this situation. **8**

- *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*
- *If they share their conversation, thank them if it is relevant and invite them to offer comment by raising of a hand in future*
- *If they share their conversation and it is not relevant, offer to speak to them afterwards to discuss any issues*
- *Avoid entering into an argument*
- *If situation becomes inflamed, adjourn for a comfort break to allow everyone to calm down*
- *Give one of the persistent disrupters a job to do, such as taking notes of the proceedings or distributing handouts*

Up to 2 marks per point to a maximum of 8 marks.

- c) i) Give TWO reasons why you should stand up straight whilst giving a presentation. **2**
- *Gives the audience a good impression*
 - *Makes you look business-like*
 - *Helps you control your breathing*
 - *Gives more control over the pace of delivery*
- One mark per reason to a maximum of 2 marks.*
- ii) Give ONE reason why you should vary the tone of your voice when giving a presentation. **1**
- *A monotone might send the audience to sleep*
 - *A variation in tone is needed to give emphasis to different points*
- One mark for a valid reason.*

Total 20 Marks

Section A - 1	Obj A	Obj B	Obj C	Obj D	Obj E	Obj F	Obj G	Page reference <i>Business Communication</i> (NCC Education Ltd, 2002)
Q1		1						2-15
Q2			1					3-36
Q3							1	7-21
Q4					1			5-5
Q5	1							1-17
Q6				1				4-13
Q7						1		6-5
Q8						1		6-24
Q9			1					3-9
Q10							1	7-19
Total A	1	1	2	1	1	2	2	10 marks
Section A - 2								
Q11	3							1-6
Q12			4					3-16,20,21,24
Q13					4			5-8/9
Q14			2					3-43/44
Q15		3						2-6
Q16						3		6-10
Q17							2	7-12
Q18						3		6-12
Q19							4	7-5
Q20				2				4-8
Total B	3	3	6	2	4	6	6	30 marks
Section B	Obj A	Obj B	Obj C	Obj D	Obj E	Obj F	Obj G	
Q21a)i) & ii)						6		6-4
Q21b)						4		6-3
Q21c)						6		6-14
Q21d)					4			5-7
Q22a)			10					3-20
Q22b)i) & ii)			6					3-26/29
Q22c)				4				4-20/21
Q23a)i) & ii)	8							1-14
Q23b)i)		3						2-4/5
Q23b)ii)		3						2-12
Q23c)i) & ii)		2						2-13
Q23d)i) & ii)							4	7-20
Q24a)					9			5-10/11
Q24b)							8	7-5, 7-30
Q24c)							3	7-27
Total C	8	8	16	4	13	16	15	80 marks
Total A	1	1	2	1	1	2	2	10 marks
Total B	3	3	6	2	4	6	6	30 marks
A + B + C	12	12	24	7	18	24	23	120 marks
recom'ed %	10%	10%	20%	5%	15%	20%	20%	
actual %	10%	10%	20%	6%	15%	20%	19%	