NCC EDUCATION

INTERNATIONAL DIPLOMA
IN
COMPUTER STUDIES

BUSINESS COMMUNICATION

10TH SEPTEMBER 2006

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 Education 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 is a whole mark.

QUESTION 1 **Marks**

Throughout the question, please credit any valid alternative point.

a) Write out in full what the following abbreviations stand for:

    i)   OHT   **1**
- *Overhead transparency*

    ii)   ISBN   **1**
- *International Standard Book Number*

    iii) Enc   **1**
- *Enclosure*

    iv) bcc   **1**
- *Blind courtesy copy*

b) Describe how a Chairperson's Agenda is different from a normal Meeting Agenda. **3**
- *Additional notes and timings to help chairperson lead and control the meeting*
- *There is space for the chairperson to make notes*
- *Any papers relevant to the planned discussions will be attached to the agenda*
1 mark per point to a maximum of 3 marks.

c) Draw a simple diagram to show Shannon and Weaver's theory of a **one-way communication process.** **6**
One mark for each correct stage of the communication process to a maximum of 6 marks.
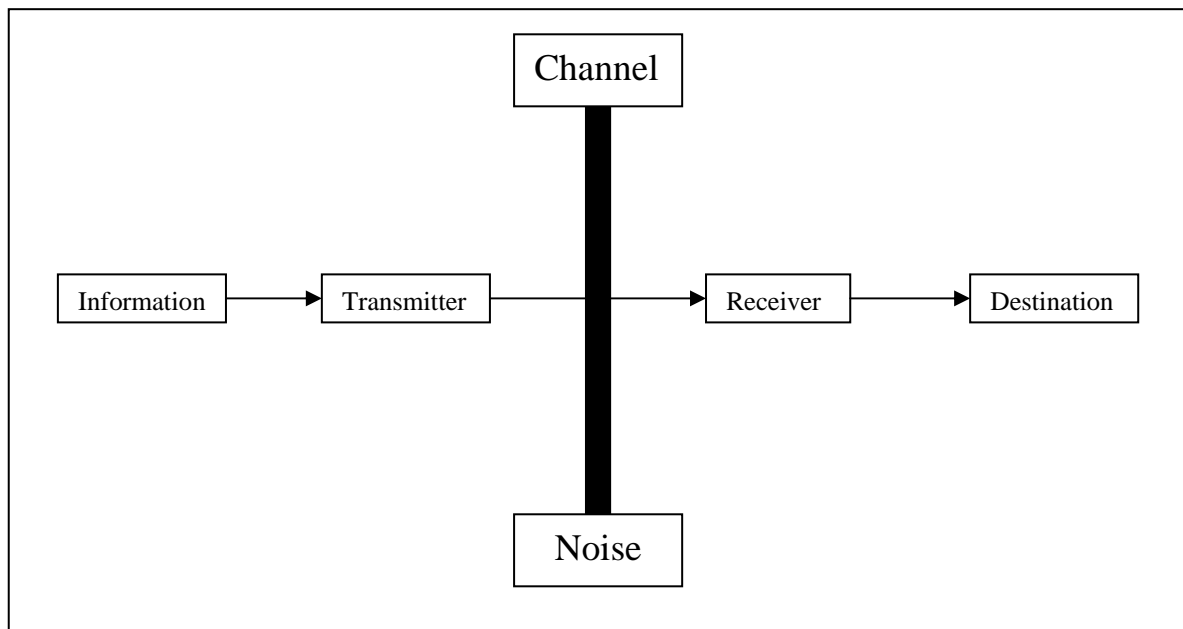
d) A memorandum has a simplified standard layout. Briefly describe FIVE parts of a memorandum. **5**
- *To: name of recipient and designation/ title*
- *From: name of sender and designation, could also include telephone number*
- *Date: in full*
- *Reference: for filing purposes*
- *Subject: serves as a title which briefly describes the content*

1 mark per point described to a maximum of 5 marks. Award only ½ mark per point for one-word answers.

e) Briefly describe TWO characteristics of the **laissez faire** style of leadership. **2**
- *Haphazard decision-making*
- *Leader exercises little control over the group and leaves its members to sort out their own roles and tasks*
- *Leader plays little part and there is not much evidence of responsibility being taken*

1 mark per point to a maximum of 2 marks.

Total 20 Marks

CANDIDATES MUST ATTEMPT FOUR FURTHER QUESTIONS

QUESTION 2   **Marks**

<mark>Throughout the question, please credit any valid alternative point.</mark>

a) You have been asked to redesign the company's **job application form** which will be used for all future job vacancies. Human Resources do **not** want applicants to send separate CVs, so your form must allow job applicants to include **all** the information needed for the recruitment process.   **10**

Using at least **one full page** of your answer booklet design a comprehensive **job application form** to meet these requirements.

The form should include any/all of the following fields of information:
- *heading/ logo*
- *job title/ vacancy reference number*
- *name of applicant*

Applicant's contact details:
- *address;*
- *telephone number &/or email address*
- *date of birth*

Education details:
- *names of schools/ colleges*
- *dates attended*
- *qualifications/ awards achieved*

Training/ courses taken since full time education ended:
- *institution*
- *dates attended*
- *additional qualifications gained*

Details of previous/ current employment:
- *type of job*
- *employers' names and addresses*
- *dates of employment*
- *reasons for leaving previous employment*
- *previous salaries*
- *reasons for applying for this post*
- *relevant information concerning applicant's suitability for the job*
- *health information/ disabilities*
- *hobbies/ leisure pursuits*
- *referees names and addresses*
- *declaration concerning accuracy of information and applicant's signature and date*
- *other valid fields of information*

½ mark per point to a maximum of 10 marks

b) Many organisations now use the Internet as part of the recruitment process. Candidates can apply online by going to a website which contains everything that is normally sent to applicants such as details of the job and a job application form which they complete and send to the organisation over the Internet. **10**

Using your knowledge of recruitment processes, discuss the **advantages and disadvantages to job applicants** in applying for jobs online.

These answers are not prescriptive. We are looking for logically argued outcomes and ideas based on candidates' existing knowledge of the subject, and maybe their own experience, to identify some benefits and problems associated with online job applications.

- *Candidates without access to IT/ Internet facilities are obviously disadvantaged*
- *Usually professional jobs advertised rather than everyday or manual jobs.*
- *Apparently proves that applicant is computer literate - but there is no proof for the employer that the applicant actually completed the form him/herself*
- *Convenience of accessing forms and associated documents at any time makes it easier for people in work to apply*
- *Application forms can be worked on, re-drafted, amended and sent only when perfect - no alterations/ crossings out/ mistakes visible to influence employer negatively*
- *Applicant must remember to save a copy of the completed form for own files*
- *Hard copy/ papers can get lost in post – electronic application is sure to get to its destination (you hope)*
- *The distractions of handwriting and paper quality are removed: focus is on the content*
- *Any valid observations*

Up to 10 marks for identification and discussion of advantages and disadvantages.

Total 20 Marks

<mark>**Throughout the question, please credit any valid alternative point.**</mark>

a) **Identify** the most appropriate communication method to use for each of the following situations and **give a reason** for each answer.

   More than one possible answer for some of these questions, but the reason given for each must be logical/ sensible in order to gain marks.

    i)   To invite a colleague to lunch.   **2**
- *Telephone call or face to face conversation or possibly email*
- *Reasons: informal situation, quick and efficient method required preferably with immediate feedback*

   One mark for method plus one mark for reason given to maximum of 2 marks.

    ii)   To provide information on some research undertaken about the expansion of your department.   **2**
- *(Formal) report*
- *Reasons: complex information gathered for a specific purpose with a specific audience; might include recommendations; permanent record*

   One mark for method plus one mark for reason given to maximum of 2 marks.

    iii) To inform all employees about new car parking arrangements.   **2**
- *Mass email or memos. Notice board.*
- *Reasons: only way to ensure every individual receives the information is to use email or memo. Notice board is a possibility but might not be read by everyone.*

   One mark for method plus one mark for reason given to maximum of 2 marks.

    iv) To tell someone that they are the subject of disciplinary action.   **2**
- *Formal business letter*
- *Reasons: confidential information specifically for the recipient; permanent record for personal file*

   One mark for method plus one mark for reason given to maximum of 2 marks.

    v)   To inform staff about a New Year's party.   **2**
- *Notice board or include in firm's newsletter or mass email*
- *Reasons: information not crucial therefore notice board probably best method; grapevine is likely to play its part in this sort of situation*

   One mark for method plus one mark for reason given to maximum of 2 marks.

b) Developments in information technology have given many people the freedom to work away from one office: they may work from home or whilst on the move.   **10**

Describe and **discuss** some of the problems that workers might experience with these new ways of working.
- *Technological failure/ breakdown of equipment or services*
- *Companies' increased ability to contact employees wherever they are has resulted in workers feeling that they can never escape work*
- *Effectively 'on-call' even when supposedly on holiday or off sick*
- *Gives rise to stress and stress-related illnesses*
- *Line between work and home becomes blurred*
- *Can become lonely working at home and alienated from colleagues and office culture*
- *Need for self-discipline working at home to set own deadlines and targets*
- *Likely to be many distractions at home*
- *Individuals need privacy and organizations have to accept that employees have a life outside the workplace*
- *The idea of the workplace has become confused because it is no longer in one place*
- *The term 'global office' is sometimes used to describe the workplace meaning that it is everywhere and no respecter of time*
- *There is a need to redefine 'workplace', 'office hours' and other phrases related to working life*
- *Other valid examples or argument*

One mark per valid point made to a maximum of 10 marks.

Total 20 Marks

a) You have been asked to talk to the students in the year below you about the Business Communication **10**
module of the course.

Prepare **notes** for a properly structured **short presentation** about the Business Communication module**.**

Use a **heading** for each of the main topics you want to tell the students about. Under each heading make a
list of the points you intend to make. If you plan to use **visual aids**, indicate where these will be shown.
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 groupings and in sensible order to support any argument or point*
- *visual aids cues*
Up to 4 marks for content of main body.

Conclusion:
- *should summarise main points and come to a tidy finish*
1 mark for conclusion

Maximum overall total 10 marks.

b) The students in the year below you could have been told to read the Course Handbook to learn about the
Business Communications module.

i) Explain why the students in the audience might get more out of a presentation than from just reading **5**
about the subject.
- *Presentations allow a large amount of complex information to be communicated in a relatively
short time*
- *Presentation content will address the concerns and needs of that particular audience*
- *No real effort involved: they just have to turn up, listen and learn*
- *Handouts – if used – summarise much of the information they need and save them making notes*
- *Provides opportunity for discussion and to ask questions*
- *They form an audience for what is essentially a performance and that's likely to be more
entertaining than reading a book*
- *Any other valid points*
1 mark per point to a maximum of 5 marks.

ii) Explain how **you** might benefit from the experience of creating and delivering the presentation.   **5**
- *Opportunity for presenter to consider his/her own experience of the course and to use that in the presentation*
- *Presenter will easily empathise with the audience: if the students believe that their needs are understood, they are likely to pay attention throughout the presentation – which is advantageous for the presenter*
- *Preparing a presentation about the module demands a different way of using its content: need to select, summarise and tailor the facts to appeal to a particular audience*
- *The chance to put into practice the theory of presentation technique*
- *Opportunity to undertake practical arrangements for such an occasion*
- *Whether it was a positive or negative experience, the presenter will learn from it for future presentations in the real world of work*
- *Any other valid points*

1 mark per point to a maximum of 5 marks.

Total 20 Marks

QUESTION 5

Throughout the question, please credit any valid alternative point.

a) This data table shows sales information in $ for Saturday 24 December 2005 for a company called Audio Unlimited.

Product	Cedar Place Shop $		Oaktree Centre Shop $		Sycamore Mall Shop $		Total $
Video tapes	800.00		750.00		2,300.00		**3,850.00**
CDs	8,500.00		10,200.00		5,500.00		**24,200.00**
DVDs	18,250.00		12,000.00		8,500.00		**38,750.00**
Books	1,000.00		750.00		Not stocked		**1,750.00**
Miscellaneous	1,250.00		2,500.00		150.00		**3,900.00**
Total	**29,800.00**		**26,200.00**		**16,450.00**		**72,450.00**

i) What is the total sales turnover for Audio Unlimited for Saturday 24 December 2005? **1**

- *$72,450.00*

ii) Which branch had the lowest takings? **1**

- *Sycamore Mall*

iii) Which branch had the highest takings? **1**

- *Cedar Place*

iv) Which product sold for the most money and at which branch? **1**

- *DVDs at the Cedar Place branch*

v) What was the total value of DVDs sold by the company? **1**

- *$38,750*

b) The Sales Director of Audio Unlimited has asked you to produce a visual representation of the sales of the TWO better performing branches. **10**

Draw a bar chart to compare the sales of **all** products from **Cedar Place** and **Oaktree Centre** branches only.
Provided that accuracy and clarity are achieved in terms of the values of sales of the products and the relationships between the performances of the two branches, alternative bar chart presentations are acceptable.

Marks should be awarded as follows:
- *1 mark for title*
- *1 mark for legend/ key*
- *Up to 2 marks for appropriately labelled y axis showing unit of currency and scale*
- *1 mark for appropriately labelled x axis*
- *1 mark for each correctly drawn and labelled set of bars - maximum 5 marks*
Maximum available marks 10.

Audio Unlimited Sales 24 December 2005

Bar chart showing sales in $ by Products (Video tapes, CDs, DVDs, Books, Miscellaneous) for Cedar Place and Oaktree Centre.
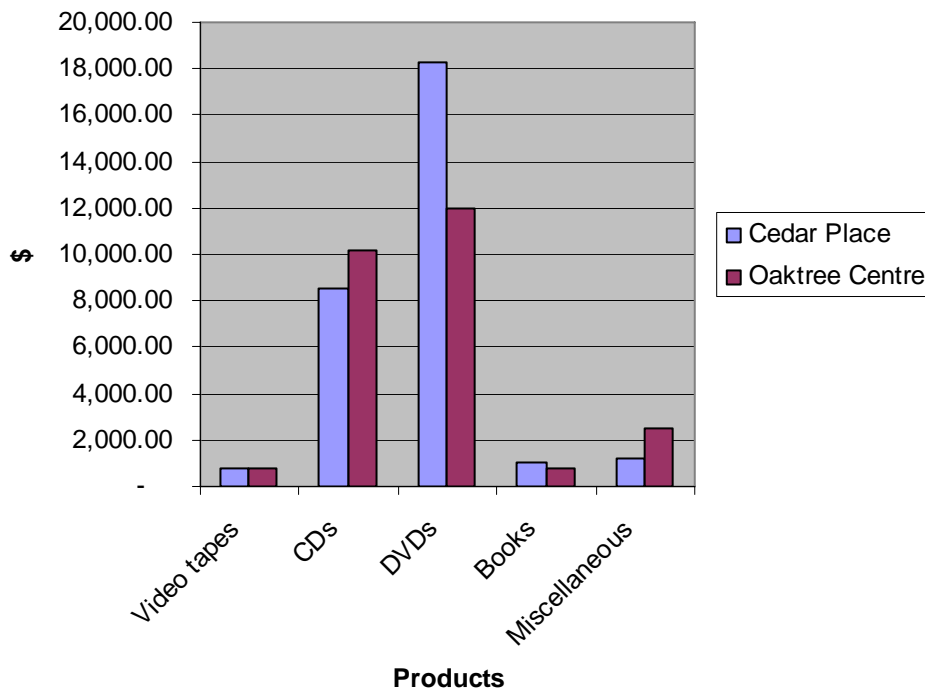
c) Explain why you think the Sales Director of Audio Unlimited preferred the sales information to be presented in the form of a chart rather than a table. **5**
- *For most people a diagram conveys more information than a table*
- *Visual technique has a more immediate impact than numbers/ figures*
- *Tables are the least visual of all ways of displaying numeric information*
- *The table shows more detailed information, but people often shy away from them*
- *A diagram, such as the bar chart, gives an immediate overview of the contents of (part of) the table and is more easily taken in*
- *Bar charts are very effective in presenting a comparison of numeric information*
- *Other valid points*

1 mark per point to a maximum of 5 marks.

Total 20 Marks

a) When we write we use different types of vocabulary depending on the purpose of the communication.   **10**

Describe the differences between **objective** and **subjective language** and **explain** when each type would be used.
Objective language:
- *words and expressions intended to transmit a precise and exact meaning*
- *vocabulary is completely unambiguous i.e. only one possible meaning*
- *has no emotional overtones, it is logical, rational, factual, neutral, accurate, scientific*
- *usually found in reports, fact sheets, formal presentations and so on*
- *examples: output, target, cost, compute, statistics etc.*
- *other valid points*
1 mark per point to a maximum of 5 marks.

Subjective language:
- *persuasive language appealing to the emotions and feelings; makes associations with memories*
- *emotion moves us to take action*
- *intended to put people into a friendly and receptive mood*
- *e.g. to change attitude or to buy something or to part with money*
- *designed to make associations with the reader's 'feeling' rather than 'thinking' mind*
- *examples: home, safe, warm, glow, pure etc.*
- *other valid points*
1 mark per point to a maximum of 5 marks.

b) Before a meeting is held there are arrangements to make and documentation to prepare.

    i)   What is a **notice of meeting** and what information should it include?   **5**
- *A communication sent well in advance of the meeting date to all those expected to attend giving notice of the forthcoming meeting*
- *Sent by the person authorized to call the meeting (usually the Chairperson, but often signed by the Secretary)*
- *Must show title of the meeting, date, time and place*
- *Should specify whether agenda is attached*
- *Must be signed and designation of signatory stated*
- *Other valid points*
1 mark per point to a maximum of 5 marks.

ii) Given that there are now many Internet-based alternative meeting methods now available, why do you think organisations still hold meetings where people gather together in person, sometimes from different parts of the country? **5**

- *Bringing several people together for the specific purpose of discussion creates a special kind of relationship which cannot be reproduced electronically*
- *Drawbacks associated with some alternative meeting methods where there is no visual contact with other participants therefore no body language clues*
- *Audio only methods: few clues from vocal tones to the emotion being shown by the participant*
- *Participants reliant on Internet connection working properly*
- *Face to face verbal communication enables instant feedback and promotion of discussion and ideas*
- *Communication in person more likely to take place in an ordered manner*
- *Social aspect important to group relationships: encourages cohesiveness, sense of belonging, common purpose*
- *If properly led/ chaired participants' individual strengths and talents are used to maximum effect*
- *Other valid points*

1 mark per point to a maximum of 5 marks.

Total 20 Marks