

NCC EDUCATION
INTERNATIONAL DIPLOMA IN BUSINESS
INTERNATIONAL DIPLOMA IN COMPUTER STUDIES
BUSINESS COMMUNICATION
7TH DECEMBER 2008

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.

NOTE ON PAPER

This paper has been set to assess students who studied from NCC Education's "Business Communications" book and Bovée and Thill's "Business Communication Today", editions 8 and 9. Students should answer one question from Section A (Question 1 is directed at the Bovée and Thill text and Question 2 is directed at the NCC Education text).

Students should answer any four questions from Section B (questions 3 through 7 are directed at the Bovée and Thill text and questions 8 through 12 are directed at the NCC Education text). Students are allowed a free choice, the first answer from Section A should be marked and the first four answers from Section B. Students are not obliged to restrict their answers to a particular text, but most students should.

Throughout the question, please credit any valid alternative point.

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 rounded up to a whole mark.

SECTION A
CANDIDATES MUST ATTEMPT EITHER QUESTION 1 OR QUESTION 2

QUESTION 1**Marks****Throughout the question, please credit any valid alternative point.**

- A) A common barrier to communication in the workplace can be **information overload**: explain what this is. 5
- *Sheer number of messages received can be distracting*
 - *Huge numbers of messages are transmitted on many different media*
 - *Such as 'phone, voicemail, instant messaging, e-mails, paperwork and other interruptions*
 - *Makes it difficult to discriminate between useful and useless information*
 - *Amplifies workplace stress*
- Up to 5 marks for explanation.*
- B) Define each of the following terms used in processing data and information.
- i) Plagiarism. 1
- *The unethical presentation of someone else's words as your own*
- ii) Quoting a source. 1
- *Reproducing the content exactly and indicating who created the information originally*
- iii) Paraphrasing. 1
- *Expressing someone else's ideas in your own words*
- iv) Summarising. 1
- *Similar to paraphrasing but distills the content into fewer words*
- C) List FOUR (4) delivery methods for presentations. 4
- *Memorising*
 - *Reading*
 - *Speaking from notes*
 - *Impromptu speaking*
- 1 mark per point to a maximum of 4 marks.*
- D) Briefly describe each of the following different types of job interview:
- i) Structured interview. 2
- *Generally used at the screening stage*
 - *Controlled by the interviewer to gather facts*
- 1 mark per point to a maximum of 2 marks.*
- ii) Open-ended interview. 2
- *Less formal and unstructured*
 - *Interviewer encourages interviewee to talk freely to bring out personality*
- 1 mark per point to a maximum of 2 marks.*
- iii) Group interview. 2
- *Several candidates meet simultaneously to see how they interact*
 - *Used to assess interpersonal skills and the ability to work with a team*
- 1 mark per point to a maximum of 2 marks.*

E) Define the term **group dynamics**.

1

- *The interactions and processes that take place among the members of a team*
1 mark for definition.

Total 20 Marks

QUESTION 2

Throughout the question, please credit any valid alternative point.

- A) Name each type of chart or graph described below:
- i) Circular in shape, cut into slices 1
 - *Pie chart*
 - ii) Used to display detailed numerical information 1
 - *Table*
 - iii) Shows the value of one variable and how it changes against another 1
 - *Line graph*
 - iv) Symbols are used to represent quantities, each whole symbol representing a particular number 1
 - *Pictogram*
 - v) A graphical representation of a frequency distribution 1
 - *Histogram*
- B) Identify each of the following working relationships:
- i) The subordinate reports to the superior 1
 - *Line/ vertical relationship*
 - ii) The relationship between people working on the same level of the organisation 1
 - *Lateral relationship*
 - iii) The relationship between a managing director and a factory operative, where other levels of supervision and management intervene 1
 - *Indirect line relationship*
- C) Briefly describe FIVE (5) different types of information you would include in your curriculum vitae (CV). 5
- *Personal information: name, address, contact details*
 - *Education: schools, colleges/universities or other educational establishments and the dates attended*
 - *Qualifications: exam boards, subjects and grades attained and date exams taken*
 - *Work experience: full and part-time employment, job titles, period position held, name and address of employers*
 - *Interests: leisure activities you enjoy, associated posts of responsibility*
 - *Additional information: relevant information which does not fit elsewhere e.g. driving licence holder, first aid qualification, special skills*
 - *Referees: two names and addresses of people who will verify your suitability for the job; should include a teacher/tutor or previous employer*
- One mark per point to a maximum of 5 marks.*

D) List SEVEN (7) items that would be included in a typical **agenda for a meeting**.

7

- *Apologies for absence*
- *Minutes of the last meeting*
- *Matters arising*
- *Correspondence*
- *Presentation of accounts/ financial report*
- *Special business to be discussed*
- *Any other business*
- *Date of next meeting*

1 mark per point to a maximum of 7 marks.

Total 20 Marks

SECTION B
CANDIDATES MUST ATTEMPT <i>FOUR</i> FURTHER QUESTIONS

QUESTION 3**Marks****Throughout the question, please credit any valid alternative point.**

A) Most businesses now rely on technology to improve the communication process, but the benefits of technology are not automatic.

- i) Explain why it is important to **keep technology in perspective** if you wish to achieve effective business communication. **5**

- *Technology is an aid to interpersonal communication, not a replacement for it*
- *Technology cannot think for you or communicate for you, nor can it replace essential skills that you may lack*
- *e.g. spellchecker will run words through the dictionary, but it doesn't know whether the words are being used correctly*
- *The sheer number of possibilities in many technological tools can get in the way of successful communication*
- *e.g. presentation software can overload with special effects and obscure the message*
- *If technological systems are not adapted to an organisation's/ user's needs, people won't use the technology successfully or at all*

Up to 5 marks for explanation.

- ii) Despite the speed of electronic communication, it remains important for you to **connect with people** in your business communications. Explain why this is an important strategy in business. **5**

- *Technological tools may not be the best choice for every communication situation: it cannot match the rich experience of person-to-person contact*
- *Electronic tools cannot convey the emotional and non-verbal aspects of communication*
- *Most human beings need to connect with other people*
- *You can create excellent documents and presentations without leaving your desk or meeting anyone in person*
- *People won't get to know the real you if you remain hidden behind technology*
- *You are just a voice on the 'phone or a name on a document until people can interact with you in person*

Up to 5 marks for explanation.

B) Business messages can be disrupted, distorted or even blocked by communication barriers. A wide variety of **distractions** can create such communication barriers.

i) Give FOUR (4) examples of distractions that might be experienced in the business workplace. **4**

- *Physical (or external) distractions*
- *Such as bad connections, poor acoustics, uncomfortable meeting rooms*
- *Emotional (or internal) distractions*
- *Thoughts and emotions that affect the way messages are prepared and the way audiences interpret them*
- *E.g. someone worried about losing his/ her job might ignore any message that does not apply to his/ her immediate concerns*

1 mark per point to a maximum of 4 marks.

ii) Briefly describe SIX (6) ways of **minimising distractions** in the workplace. **6**

- *Reduce as much noise, visual clutter and interruption as possible*
- *Use common sense and courtesy*
- *e.g. turn off cell 'phones before going into meetings*
- *e.g. don't talk across the tops of cubicles when people in them are trying to work*
- *Be sensitive to personal differences: some people can work with music playing, others can't*
- *Insulate yourself from distractions: set time aside to deal with messages all at once so that you can think and focus the rest of the time*
- *Send fewer messages, especially unnecessary e-mails*
- *If the message is not urgent, let the recipient know so they can prioritise – only mark a message as 'urgent' if it truly is*
- *Try to overcome emotional distractions by recognizing your own feelings and by anticipating responses from others*
- *E.g. when a situation might cause tempers to flare, choose your words carefully*
- *E.g. as a receiver, avoid placing blame and reacting subjectively*

1 mark per point to a maximum of 6 marks.

Total 20 Marks

QUESTION 4

Marks

Throughout the question, please credit any valid alternative point.

A) Well-designed visuals can increase the communication power of a presentation, but there are graphic design principles that need to be observed.

Briefly describe each of the following **principles of graphic design**.

i) Continuity/ consistency. 3

- *Readers view a series of visuals as a whole, assuming design elements will be consistent from one page/ slide to the next*
- *E.g. if your first chart shows data for Division A in blue, the audience will expect Division A to be shown in blue consistently throughout the presentation*
- *The audience will be confused by arbitrary changes of colour, shape, size, position and so on*

Up to 3 marks for description.

ii) Contrast. 3

- *To emphasise differences, depict items in contrasting colours such as red and blue, or black and white*
- *To emphasise similarities, make colour difference more subtle*
- *Accent colours draw attention to key elements, but can lose their effect if overdone*

Up to 3 marks for description.

iii) Emphasis. 3

- *Audiences assume that the most important point will receive the greatest visual emphasis*
- *Present the key item in the most prominent way: through colour, position, size*
- *Visually downplay less important items*
- *Avoid using strong colours for unimportant data, and de-emphasise background features such as grid lines on a chart*

Up to 3 marks for description.

iv) Simplicity. 3

- *Simpler is better when it comes to visuals for business communication*
- *Limit the number of colours and design elements used*
- *Take care to avoid 'chartjunk': decorative elements that clutter documents and visuals without adding any relevant information*
- *Computers make it too easy to add chartjunk such as clip art, textures, colours, decoration which can make visuals harder to understand*

Up to 3 marks for description.

B) It is vital to hold your audience's attention from start to finish of your presentation. Outline briefly **FOUR** (4) ways to **keep your audience's attention** during your presentation. **8**

- *People are interested in things that affect them personally: relate your subject to your audience's needs and values*
- *Anticipate the audience's questions: address these questions in the body of the presentation; prepare and reserve additional material for the question and answer period*
- *Use clear, vivid language: use familiar words, short sentences and concrete examples; show how abstract ideas connect with everyday life*
- *Explain the relationship between your subject and familiar ideas: show how the subject relates to ideas the audience already understand; give people a way to categorise and remember your points*
- *Ask for opinions or pause occasionally for questions or comments: audience feedback helps you to determine if listeners have understood a key point before you move on; gives audience a chance to switch from listening to participating*
- *Illustrate your ideas with visual aids: visuals enliven the message, help you connect with audience members and help them to remember your message more effectively*

Up to 2 marks for each method described to a maximum of 8 marks.

Total 20 Marks

QUESTION 5**Marks****Throughout the question, please credit any valid alternative point.**

A) This data table shows sales information in dollars for a company called Entertainment Unlimited.

	London Place	Paris Centre	Rome Mall	Total
Product	\$	\$	\$	\$
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
Other	1,250.00	2,500.00	150.00	3,900.00
Total	29,000.00	25,450.00	14,150.00	68,600.00

- i) What is the total sales turnover for Entertainment Unlimited?

 - ***\$68,600.00***

1
- ii) Which branch had the lowest takings?

 - ***Rome Mall***

1
- iii) Which branch had the highest takings?

 - ***London Place***

1
- iv) Which branch earned most from sales of DVDs?

 - ***The London Place branch***

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

 - ***\$38,750***

1
- vi) Which category of product produced the highest takings for Rome Mall?

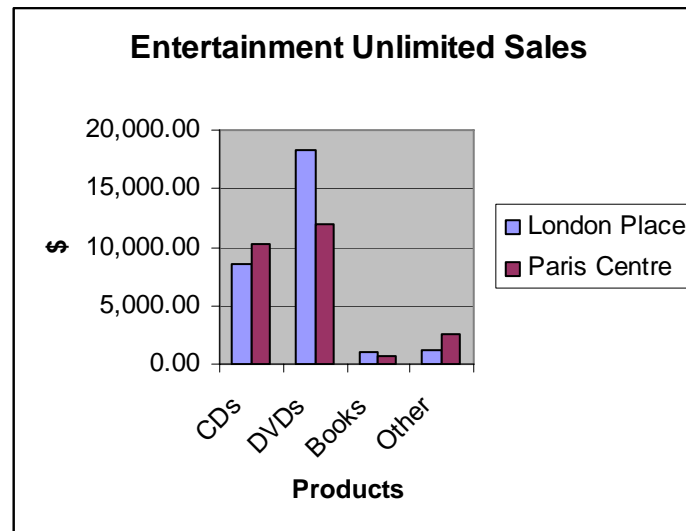
 - ***DVDs***

1

- B) The Sales Director of Entertainment Unlimited has asked you to produce a visual representation of the sales of the TWO (2) better performing branches. 9

Draw a bar chart to compare the sales of all products from London Place and Paris 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 4 marks

Maximum available marks 9.

- C) Explain why you think the Sales Director of Entertainment 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

QUESTION 6

Marks

Throughout the question, please credit any valid alternative point.

- A) Whenever you submit your résumé to a company, you should include an **application letter** to tell the readers what you are sending, why you are sending it and how they can benefit from reading it. 4

Briefly outline the main differences between an application letter which has been requested and an application letter which has not been requested.

A requested application letter:

- *sent in response to an announced job opening*
- *you will usually know what qualifications the organisation is seeking*
- *your letter will be only one of many applications for the advertised post*
- *a solicited letter needs no special attention getter in the first paragraph*

Application letter that hasn't been requested:

- *is sent to an organisation which has not announced a job opening*
- *might have a better chance of being read and receive individual attention*
- *the opening paragraph needs to capture the reader's attention and interest*

Up to 4 marks for outline of differences.

- B) You have decided to apply for this job advertised in your local newspaper:

RARE OPPORTUNITY FOR RECENT BUSINESS GRADUATE
Our Sales Team at Yazzooo Games needs someone with genuine enthusiasm
for computer games and allied product development.
Are you the person we're looking for?

Apply in writing, quoting job reference ST098, to:
Adam White, Human Resource Manager,
Yazzooo Games, Unit 6, Sunny Industrial Estate,
Sunny Valley, S22 3EQ
Enclose an up-to-date résumé
Closing date for applications: 6 January 2009

- i) The advertisement asks for a résumé. Give THREE (3) advantages of a **chronological** résumé and THREE (3) advantages of a **functional** résumé. 6

Chronological résumé:

- *Helps employers easily locate necessary information*
- *Highlights professional growth and career progress*
- *Emphasises continuity and stability in the employment background*

1 mark per point to a maximum of 3 marks.

Functional résumé:

- *Helps employers see what you can do for them*
- *Allows you to emphasise earlier job experience*
- *Lets you downplay any lengthy periods of unemployment or lack of career progress*

1 mark per point to a maximum of 3 marks.

- ii) Write a **résumé**, in whichever format you prefer, to send with your application to Yazzooo Games. **10**
Invent any information that you may need.

Résumé can be either chronological or functional format but should include the following content:

- *Personal details: name, address, contact details*
- *Objective*
- *Education: schools, colleges/ universities attended and dates*
- *Qualifications: exam boards, subjects, grades, dates exam taken in reverse chronological order*
- *Any other training*
- *Work experience: dates, name and address of employer, job titles, outline of duties/ responsibilities/ accomplishments,*
- *Interests*
- *Additional information: e.g. driving licence, first aid qualification, special skills, any disabilities or special circumstances*
- *Referees: two names and contact details*

1 mark per point included to a maximum of 9 marks.

Plus

1 mark available for layout/ design.

Maximum 10 marks in total.

Total 20 Marks

QUESTION 7

Marks

Throughout the question, please credit any valid alternative point.

A) There are now many **meeting-related technologies** available for use in the business world.

i) Describe how using meeting-related technologies can help participants to communicate more successfully. 4

- *Technologies help teams to break down the barriers of time and distance*
- *E-mail and instant messaging let employees communicate in real time or nearly real time*
- *Reduces the cost, the time investment and the risks of travel*
- *Shared workspaces give teams instant access to a common set of project resources, including documents, databases and schedules*
- *Virtual meetings combine several of these technologies with others*
- *E.g. use of virtual whiteboards to emulate in-person meetings over long distances*

Up to 4 marks for description.

ii) Despite the development of these meeting technologies, many organisations continue to hold meetings where people gather together **in person**, sometimes from different parts of the country or the world. Why do you think this type of meeting is still preferred? 6

- *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*

Up to 6 marks for explanation.

- B) A multi-cultural workforce is made up of people from different backgrounds.**
- i) List FIVE (5) differences that might be found in a diverse workforce today. 5**
- *National*
 - *Religious*
 - *Ethnic*
 - *Gender*
 - *Age*
 - *Disability*
- 1 mark per point to a maximum of 5 marks.*
- ii) State THREE (3) competitive advantages that a diverse workforce can bring to business. 3**
- *A broader range of views and ideas*
 - *A better understanding of diverse, fragmented markets*
 - *A broader pool of talent from which to recruit*
- 1 mark per point to a maximum of 3 marks.*
- iii) Define the phrase **cultural pluralism**. 1**
- *The acceptance of multiple cultures on their own terms*
- 1 mark for definition.*
- iv) What is **stereotyping**? 1**
- *Assigning generalised attributes to an individual on the basis of membership of a particular group*
- 1 mark for definition.*

Total 20 Marks

QUESTION 8

Throughout the question, please credit any valid alternative point.

- A) Here is a draft of a letter requesting information about office equipment, but there are several mistakes in it. Write out the letter with all the mistakes corrected: **10**

Dear sir

We intend to purchase a new photocopier before the end of the currant financial year. Knowing yr co has a good reputation we wonder if you have anything to suitable.

Our offices small and the copier would be used by only fpur people. Currantly we use approx 2,000 a4 sized copies per month. Wed like a collator and stappling feature, rarely need to run of more than 20 copies at a time.

Wed also like information about the waranty and yr repair service.

As are fiscal year ends on 31 July, we hope to here from you soon.

Yours sincerely

The letter should be corrected as follows:

Dear Sir

We intend to purchase a new photocopier before the end of the current financial year. Knowing your company has a good reputation we wonder if you have anything suitable.

Our office is small and the copier would be used by only four people. Currently we use approximately 2,000 A4 sized copies per month. We would [or We'd] like a collator and stapling feature, rarely need to run off more than 20 copies at a time.

We would [or We'd] also like information about the warranty and your repair service.

As our fiscal year ends on 31 July, we hope to hear from you soon.

Yours faithfully

½ mark per correction to a maximum of 10 marks.

B) A formal report can be a very long document, so it is usually divided into several sections to help readers to find specific items.

i) List FIVE (5) pieces of information that could be included on the **title page** of a formal report. **5**

- *Subject*
- *Recipients*
- *Author*
- *Date of completion*
- *File reference*
- *Circulation list*
- *Indication of priority or confidentiality*

1 mark per point to a maximum of 5 marks.

ii) List THREE (3) things that would be included in the **terms of reference** section of a formal report. **3**

- *Reason for writing report*
- *Scope – limits/ parameters of investigation area*
- *Whether recommendations should be included*
- *Deadline*

1 mark per point to a maximum of 3 marks.

iii) Briefly outline what would be in the **conclusions** section of a formal report. **2**

- *An objective statement of what the findings have shown*
- *A summary of the principal findings often used by people who do not wish to read the whole report*
- *Should be concise and self-explanatory*
- *Conclusions generally written in the past tense*

Up to 2 marks for description.

Total 20 Marks

QUESTION 9

Marks

Throughout the question, please credit any valid alternative point.

A) Advances in Information and Computer Technology have changed the ways that business and communication are conducted.

i) Briefly describe FIVE (5) **positive** effects that these technological advances have had on business. **5**

- *Speed of communication has increased so information can be processed faster*
- *Access to more/ different information can help with decision making*
- *Businesses can reach a wider audience*
- *Employees can become more productive*
- *The business can be more competitive*
- *Employees can work from home reducing overheads*
- *Computers can do repetitive jobs*
- *It may be possible to reduce the workforce, saving on costs*

1 mark per point to a maximum of 5 marks.

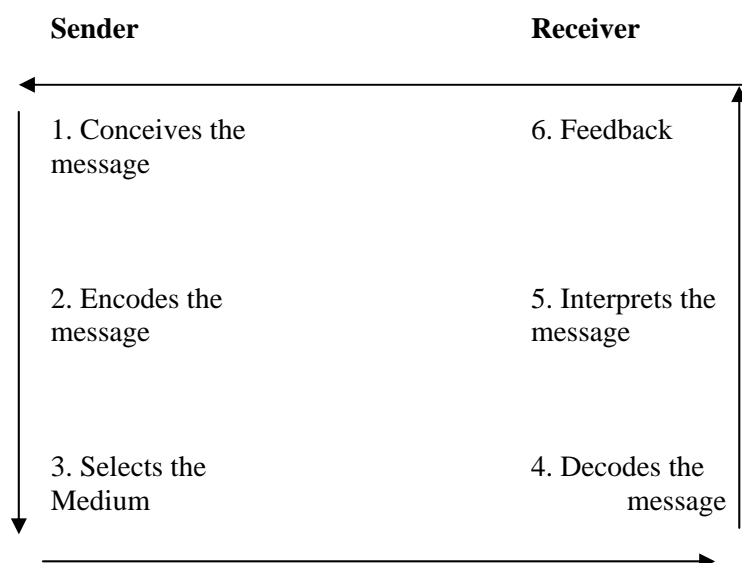
ii) Briefly describe FIVE (5) **negative** effects that these technological advances have had on business. **5**

- *Commits business to continual change: ICT equipment is expensive and needs updating often*
- *Not all equipment is compatible*
- *Information may be less secure*
- *People may lose their jobs*
- *Staff will have to be trained to use the equipment*
- *Health and safety issues for staff using PCs*

1 mark per point to a maximum of 5 marks.

B) Communication is a two-way process where a successful message is both transmitted and received. **10**

Draw and clearly label a simple diagram to illustrate the stages of a **two-way communication process**.



1 mark per correct stage named to a maximum of 6 marks.

1 mark for each heading to a maximum of 2 marks.

1 mark if all stages in correct order/ arrangement.

1 mark for neatness and clarity.

Overall maximum 10 marks.

Total 20 Marks

QUESTION 10**Marks****Throughout the question, please credit any valid alternative point.**

- A) Recruitment organisations ask for different things in their job advertisements when they are inviting people to apply for vacancies.
- i) Compare **Curriculum Vitae** (CVs) with **application forms** as methods of selecting candidates for job interviews. **4**
- *application forms are produced by the company with set questions designed to acquire all necessary information*
 - *CV is a document produced by the candidate and may not contain all the information required*
 - *standardization of application forms makes it easier to compare applicants as the same information is given in the same order by each candidate*
 - *application forms have to be printed and sent out by company which costs time and money – although online recruitment now makes this cheaper and easier*
 - *other valid points*
- 1 mark per point to a maximum of 4 marks.*
- ii) Why might a **recruitment agency** prefer CVs to application forms? **3**
- *CVs are versatile: can be kept on file and used for a variety of different vacancies and companies*
 - *Easier for a candidate to email a CV than to fill in a different form for each vacancy with the same agency*
 - *Information can be sent and received more quickly*
 - *Other valid answer*
- 1 mark per point to a maximum of 3marks.*
- iii) A job advertisement specifies that applicants should send CVs rather than application forms. Briefly describe FIVE (5) **advantages** that this could give **to a job applicant**. **5**
- *Produced by the candidate so provides an opportunity for a marketing exercise to sell him/herself*
 - *Information included can be more detailed than that asked for on an application form and arranged to the writer's specification*
 - *Possible to emphasise different aspects of experience and/or education to suit each application*
 - *Opportunity to omit certain information that might not help in the application*
 - *A functional format CV allows writer to highlight particular strengths and experience by arranging them in an order which supports the job target*
 - *Other valid points*
- 1 mark per point to a maximum of 5 marks.*

iv) List EIGHT (8) points that should be included in a **job application letter**.

8

- *Job title and any reference number or post number*
- *Where you read about or heard about the vacancy*
- *Why you are interested in the post*
- *Why you are qualified to do the job*
- *Why your education, experience and skills are appropriate for the job*
- *Personal attributes which demonstrate how well you will fit into the organisation*
- *Refer to enclosed CV and/ or any other documentation you may have included*
- *End by expressing the desire to attend for interview*
- *Ensure that all requirements specified in the vacancy information have been covered*

1 mark per point to a maximum of 8 marks.

Total 20 Marks

QUESTION 11

Marks

Throughout the question, please credit any valid alternative point.

A) Explain why the **beginning of a presentation** is so important and worth particular attention at the planning stage. **5**

- *Need to get the attention of the audience from the outset; you have only a limited time so make every moment count*
- *Opportunity to create a rapport with the audience*
- *Helpful if you have identified your audience and their expectations: if the first few sentences demonstrate understanding of their needs and concerns, you will hold their attention*
- *Establish a theme to start the audience thinking about the subject matter straightaway; usually done by stating the main objective*
- *Present your structure: explain briefly how the talk will proceed, so that you set their expectations*
- *Administration: make a note of any admin details that need to be announced at the start such as when a coffee break will occur*

1 mark per point to a maximum of 5 marks.

- B)** You have recently graduated from college and have been asked by your old school to give a presentation to senior pupils about research skills. **15**

Prepare a **structured short presentation** about research skills. Include various information sources that students might use and explain the importance of recording publication details (referencing) of sources in written work.

Overall structure:

Must have an introduction, a main body and a conclusion

Up to 3 marks for structure.

CONTENT

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 3 marks for content of introduction.

Main body:

- *What do I know about the subject already? Who do I know who can help me? i.e. using people as a resource*
- *Description of paper-based information sources such as books, newspapers, specialist journals and periodicals, abstract services*
- *Services provided by libraries and learning centres*
- *Description of computer-based information sources such as CD Roms, Internet, data banks, computerised catalogues*
- *Primary and secondary research*
- *Other relevant points*

1 mark per point about information sources and research to a maximum of 5 marks.

- *Reasons for documenting sources*
- *Plagiarism*
- *How to reference/ document information sources in written work*
- *Other relevant points*

1 mark per point relevant to documenting sources to a maximum of 3 marks.

Conclusion:

- *Should summarise main points*

1 mark for conclusion

Maximum overall total 15 marks.

Total 20 Marks

QUESTION 12

Marks

Throughout the question, please credit any valid alternative point.

A) 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.

B) There are now many Internet-based **alternative meeting methods** available for use in the business world. 5

Give FIVE (5) reasons why organisations continue to hold meetings where people gather together **in person**, sometimes from different parts of the country or the world.

- *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.

C) A group is typically made up of different **team types**. Doctor Belbin identified eight different roles for people depending upon the way each of them behaved when they were members of a group. 5

One of these team types is Company Worker. Name FIVE (5) of the other **team types** identified by Doctor Belbin.

- *Chairman*
- *Shaper*
- *Plant*
- *Resource investigator*
- *Monitor/ evaluator*
- *Team worker*
- *Completer*

1 mark per point to a maximum of 5 marks.

D) Briefly describe FIVE (5) factors that might cause **conflict** in a group.

5

- *A breakdown of one or more stages of the communication process*
- *Some interference along the channels of communication*
- *Genuine misunderstanding between members*
- *Personality conflict*
- *History of disagreement between particular members*
- *Other valid answer*

1 mark per point to a maximum of 5 marks.

Total 20 Marks

Applies to **NCC Education Business Communication**

Question	Learning Outcomes						<i>Business Communication Today, Bovée & Thill</i>	
	1 info flows	2 research info	3 written comms	4 interviews	5 meetings & groups	6 presentations	8th ed.	9th ed.
Q1a)	5						13	12
Q1b)		4					320	25/ 350
Q1c)						4	482	511
Q1d)				6			560	589
Q1e)					1		36	40
Q3a)	10						22/23	18/24
Q3b)	10						12	15
Q4a)						12	347	529
Q4b)						8	480	509
Q5a) b)		5				15	Ch 10/ 11	Ch 11/12
Q6a)				4			553	583
Q6b)				16			545/ 529	575/ 558
Q7a)					10		44	48
Q7b)					10		63/65	64/67
Total marks	25	9	0	26	21	39	120marks	
Recom'd %	16.67%	16.67%	16.67 %	16.67%	16.67%	16.67%		
Actual %	21%	7.5%	0	21.5%	17.5%	32.5%		

Applies to **Bovée and Thill, Business Communication Today**

Question	Learning Outcomes						Student workbook Page no.
	1 info flows	2 research info	3 written comms	4 interviews	5 meetings & groups	6 presentations	
Q2a)		1				4	2-17,7-22/23
Q2b)	3						1-16/17
Q2c)				5			4-9/10
Q2d)					7		6-8
Q8a)			10				Chapter 3
Q8b)			10				3-43/44
Q9a)	10						Chapter 1
Q9b)	10						1-6
Q10a)				20			Chapter 4
Q11a) b)						20	Chapter 7
Q12a) b)					10		Chapter 6
Q12c) d)					10		Chapter 5
Total marks	23	1	20	25	27	24	120marks
Recom'd %	15%	20%	15%	15%	15%	20%	
Actual %	19%	1%	16.5%	21%	22.5%	20%	

Question	Learning Outcomes						<i>Business Communication Today, Bovée & Thill</i>	
	1 info flows	2 research info	3 written comms	4 interviews	5 meetings & groups	6 presentations	8th ed.	9th ed.
Q1a)	5						13	12
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Q3b)						8	480	509
Q4a) b)		5				15	Ch 10/ 11	Ch 11/12
Q5a)				4			553	583
Q5b)				16			545/ 529	575/ 558
Q6a)					10		44	48
Q6b)					10		63/65	64/67
Total marks	25	9	0	26	21	39	120marks	
Recom'd %	16.67%	16.67%	16.67 %	16.67%	16.67%	16.67%		
Actual %	21%	7.5%	0	21.5%	17.5%	32.5%		