# NCC EDUCATION

# INTERNATIONAL DIPLOMA
# IN
# COMPUTER STUDIES

# BUSINESS COMMUNICATION

# 12<sup>th</sup> March 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 <u>total</u> mark recorded for a question is a whole mark.**

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

**Marks**

**QUESTION 1**   1
Which word from the list best completes this definition?
*Memorandum* is a Latin word which means 'a thing to be _____'.
**A)** recommended     **C)** revised
**B)** received     **D)** remembered
*Answer   D*

**QUESTION 2**   1
Is the following statement TRUE or FALSE?
A memorandum requires neither a salutation nor a complimentary close.
**A)** True     **B)** False
*Answer   A*

**QUESTION 3**   1
Which of the following would be found on a Job Description?
**A)** Personal characteristics     **C)** Qualifications
**B)** Duties and tasks     **D)** Special aptitudes
*Answer   B*

**QUESTION 4**   1
Which of the following is an ALTERNATIVE MEETING METHOD?
**A)** Annual General Meeting     **C)** Team Conference
**B)** Web Conference     **D)** Film Conference
*Answer   B*

**QUESTION 5**   1
Resolution minutes concentrate on resolutions actually passed together with details of the voting.  Which sort of minutes gives some details of discussion as well as the resolutions and voting?
**A)** Committee     **C)** Narrative
**B)** Discussion     **D)** Resolution
*Answer   C*

**QUESTION 6**   1
It is important that an audience can easily see the content of slides, so a presenter should pay particular attention to the _____ size used for the body text of the slide.
**A)** point     **C)** period
**B)** dot     **D)** pitch
*Answer   A*

**QUESTION 7**   1
Complete this statement with the most suitable word from the list:
In your opening remarks in a presentation you should greet the audience and tell them the _____ of the presentation.
**A)** time     **C)** date
**B)** length     **D)** aim
*Answer   D*

**QUESTION 8** 1

Which of the following situations might occur in a group when there is a breakdown in one or more stages of the communication process?

**A)** Conflict                             **C)** Compromise

**B)** Agreement                         **D)** Negotiation

*Answer    A*

**QUESTION 9** 1

Is the following statement TRUE or FALSE?

One definition of the term ergonomics is "the study of the relationship between people and their working environment".

**A)** True                                   **B)** False

*Answer    A*

**QUESTION 10** 1

The PROBABILITY of any event occurring in the future is evaluated on which of the following scales?

**A)** One to ten                         **C)** Zero to ten

**B)** Zero to one                     **D)** One to one hundred

*Answer    B*

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## SECTION A - 2
### ANSWER ALL QUESTIONS FROM THIS SECTION
### EACH QUESTION REQUIRES MORE THAN ONE RESPONSE

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**QUESTION 11** 3

The ability to use the spoken word effectively and persuasively depends upon a combination of which THREE of the following?

**A)** Speech rhythms                  **D)** Propaganda

**B)** Boredom                            **E)** Non-verbal signals

**C)** Monotony                          **F)** Vocabulary

*Answer    A, E, F*

**QUESTION 12** 4

Which FOUR of the following are reasons for writing business letters?

**A)** To install                           **E)** To inform

**B)** To influence                      **F)** To enquire

**C)** To entertain                      **G)** To divert

**D)** To construct                    **H)** To instruct

*Answer    B, E, F, H*

**QUESTION 13** 4

Put these four stages into the order in which they would probably occur in the development of a typical group.

**A)** Storming                            **C)** Forming

**B)** Norming                            **D)** Performing

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

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

**QUESTION 14** 2

In written communication, which TWO of the following phrases can cc stand for?

**A)** carbon copy
**C)** company copy
**B)** customer copy
**D)** courtesy copy

*Answer    A, D*


**QUESTION 15** 3

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

**A)** Notice of the meeting
**D)** Apologies for absence
**B)** List of all members present
**E)** Agenda for the meeting
**C)** Date of meeting
**F)** Chairperson's agenda

*Answer    B, C & D*


**QUESTION 16** 3

Match each numbered description in the first list with the type of chart or graph it describes.

**1.** Circular in shape, cut into slices
**2.** Used for displayed detailed numerical information
**3.** Shows the value of one variable and how it changes against another

**A)** Pie chart
**B)** Line graph
**C)** Table
**D)** Percentage chart

*Answer    1A; 2C; 3B*


**QUESTION 17** 2

Which TWO of the following are likely to be sources of job vacancies?

**A)** Internet
**C)** books
**B)** videos
**D)** employment agencies

*Answer    A, D*


**QUESTION 18** 3

Complete each of these statements about visual aids with the most suitable words from the list below.

**1.** The amount of space on a slide which is not taken up with text or graphics is known as _____ space.
**2.** All irrelevant data should be removed from charts and graphs to ensure that they are as _____ as possible and focus upon the essential point.
**3.** Avoid listing points numerically as this suggests levels of importance; a _____ list, however, suggests that all points should receive equal consideration.

**A)** simple
**D)** black
**B)** white
**E)** complex
**C)** numbered
**F)** bulleted

*Answer    1B; 2A ; 3F*

**QUESTION 19**  3
Match each numbered description in the first list with the working relationship it describes in the second list.
Items in the second list may be used more than once if necessary.
**1.** The subordinate reports to the superior
**2.** The relationship between people working on the same level of the organisation
**3.** The superior issues orders and instructions for the subordinate to act upon
**A)** Diagonal
**B)** Line/ vertical
**C)** Lateral
**D)** Indirect line
*Answer    1B; 2C; 3B*

**QUESTION 20**  3
There are many different ways of summarising information.  Which THREE of the following terms are types of summary?

**A)** Minutes                    **D)** Assignment
**B)** Periodical                 **E)** Terms of reference
**C)** Precis                      **F)** Abstract
*Answer    A, C, F*

**Total 40 Marks**

**QUESTION 21**                                                           **Marks**

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

**a)** The massive increase in the use of electronic mail (email) messages in business has highlighted some key differences with traditional communication methods such as letters, memoranda and telephone conversations.

    i)    Describe TWO things which are different about electronic mail compared to letters in a business     **4**
        situation.

- *email allows very fast turnaround time, as a consequence it is more 'conversational' than paper-based media*
- *all facts must be clearly laid out in a paper-based document since confusion and/or queries for clarification could lead to delays*
- *with email, recipient can ask questions and receive answers very quickly*
- *any problems or issues can be resolved in a matter of minutes rather than days*
- *being like conversation, email often uses less formal style and not to the same standard as would normally be associated with paper-based media/documents*
- *sender needs to be aware of when it is acceptable to use informal language in an email and when it is important to be meticulous in respect of spelling and grammar*
- *different software between sender and receiver can result in the look of the email being very different by the time it reaches the recipient's screen*
- *email is cheaper to send, saves the company money*
- *email can easily be sent to a group, makes everyone better informed*
- *email can have attachments – makes online cooperation easier*
- *email can be inadvertently / deliberately forwarded, causing embarrassment / other problems.*

*Up to 2 marks per point fully explained to a maximum of 4 marks.*

    ii)   Explain the importance of the SUBJECT LINE of an email message.     **4**

- *subject line gives a clear idea of the content of the message*
- *subject line should be brief as many mail systems will truncate a long sentence*
- *recipient may receive large volumes of emails and may only open those that look important or interesting*
- *completed subject line will ensure that the message is read*
- *can sometimes help to distinguish valid messages from spam.*

*1 mark per point to a maximum of 4 marks.*

**b)** One of the main reasons for the growth of email in business is the ability to attach complete files to messages.

    i)    List FOUR types of files which can be attached to email messages.     **4**
       *Any appropriate type of file such as Word, Excel, GIF, JPG, DOC, XLS, BMP, PPS etc.*
       *1 mark per point to a maximum of 4 marks.*

ii) Briefly outline FOUR problems that might occur with email attachments. **4**
- *if recipient has different software to the sender it might be impossible to open the file*
- *if recipient and sender have different types of computer such as Macintosh and Windows based PCs*
- *if file is too large, it will take too long to download, or cause problems if disc space is low*
- *computer viruses are often transmitted via attachments so recipient may be reluctant to download or open an unexpected attachment or one from an unknown source*
- *there may be a limit on attachment size or number of attachments if either user has a web mail account.*

*1 mark per point to a maximum of 4 marks.*

**c)** Writing a curriculum vitae (CV) gives you the opportunity to tell a prospective employer a lot about yourself. **4**

One category of information found on a CV is **personal information**, which would include your name, address and contact details. Give FOUR other types of information that might appear on a CV, with details of the sort of information you would expect to be included under each category.

- *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 4 marks.*

**Total 20 Marks**

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

**a)** You have been asked to join a working party to investigate your company's 'communication problems'. **8**
The group is made up of 29 people drawn from different departments of the organization, no leader has yet
been appointed and you have one week to come up with recommendations for improving communications.

Explain in detail why this group is unlikely to achieve its objective.
- *Group will have to go through the 'forming, storming, norming' stages before 'performing'*
- *objective not clearly defined; personal agendas could give rise to conflict*
- *No leadership: a chairperson must be chosen*
- *A leader might emerge; could cause conflict/ disruption*
- *Leadership: difficult to chair the group and to influence it*
- *Group is too big: large group is administratively difficult to organise*
- *face-to-face contact becomes difficult in a large group resulting in loss of interaction and consequently freezing creativity*
- *group might split into cliques e.g. inter-departmental*
- *disagreements might be suppressed or result in all-out conflict*
- *a minority could dominate; others not given a fair hearing*
- *low participators talk only to a few, or remain silent fearing ridicule*
- *group of this size might not be prepared to acknowledge its own deficiencies*
- *possible lack of appropriate expertise of members of the group*
- *lack of time to organise meetings and come up with recommendations*

*1 mark per point to a maximum of 8 marks.*

**b)** Name and describe FOUR duties of the Chairperson of a committee. **8**
- *practical preparation for the meeting: authorising the agenda for distribution and checking the chairperson's agenda; may also check the practical arrangements made by the secretary, although chair should trust the secretary to have dealt with these efficiently*
- *familiarising her/himself with procedures: being aware of procedures laid down in the constitution document*
- *opening the meeting: ensuring a quorum is present; welcoming the member and stating the purpose of the meeting; conveying apologies from absent members; securing approval of the minutes of the last meeting*
- *conducting the meeting: ensure that all business is conducted fairly and according to the rules; chairperson's impartiality is of the utmost importance*

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

**c)** When researching for an assignment or a report, you will make notes to remind you of what you have read **4**
or heard. Everyone takes notes in different ways, but GOOD NOTES have common characteristics such as
they should be clear and easy to read.
Briefly describe FOUR other characteristics of good notes.

- *They should be brief, but not so brief that you cannot understand them later*
- *They should record the main ideas & themes*
- *They should be divided into sections or under headings so that information on particular aspects of a subject can be located easily*
- *There should be no repetition or unnecessary detail*
- *They should be in your own words, so avoid copying sections of text in full unless they are to be used in quotations*
- *They should record the source of the information.*

*1 mark per point to a maximum of 4 marks.*

**Total 20 Marks**

**a)**   Identify and describe FOUR features of a COMPUTERISED PRESENTATION PACKAGE.                **8**
- *provides preformatted models for slides: allows user to create virtual slides which can be played back on a computer as visual aids for a presentation, or may be printed onto transparencies displayed by an overhead projector.*
- *Creating basic outline and adding text: begin either with a blank page or a preformatted template; text can be added, formatted and edited.*
- *Adding images: images can be added from picture library or clip art; these can be re-sized to suit the layout; files can be imported from other applications e.g. word processing and/ or spreadsheet packages.*
- *Adding colours, extra text and drawing: colour scheme can be applied uniformly; additional text can also be added outside the  title and body sections.*
- *Animation: pre-set animation can be incorporated to certain elements of the slides; additional noises can be selected to accompany the animation.*
- *Handouts: slides can be printed out to be used as handouts; notes can be added and pages can be numbered; possible to print miniature versions of the slides so that 2, 3 or more can be included on each page.*

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

**b)**   To avoid accusations of plagiarism, it is essential that you include publication details of any information     **4**
used in written work.  List the FOUR basic publication details that should be included in any reference for a book used in your work.
- *Name of author*
- *title of book*
- *publisher*
- *date of publication*

*One mark per point to a maximum of 4 marks.*

**c)**   When you are giving a presentation it is important that you speak clearly and at a slightly slower pace that     **8**
you use in conversation so that your audience can understand you and so that you keep their attention.

Describe FOUR other aspects of behaviour which need special attention when you are giving a presentation.
- *Vary your tone: monotone will send the audience to sleep; variation in tone to emphasise particular points.*
- *Facial expression: try to look enthusiastic about the topic, and interested in the audience; make eye contact to demonstrate interest and to judge reaction; smile.*
- *Stand up straight: gives the audience a good impression, you look business-like; helps to control breathing and the pace of delivery.*
- *Comfort: wear comfortable clothes; don't wear new shoes which might cause blisters or a new shirt with a stiff collar; allows you to relax and give full attention to the presentation*
- *Gesture and mannerism: keep control of hands so that audience doesn't remember you only for your irritating gestures rather than what you had to say; avoid repetition of the same phrases and expressions.*
- *Deal with nerves: act as if you are confident, even if you are not; present yourself as a professional, giving the impression of quiet controlled confidence; breathe deeply.*

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

**Total 20 Marks**

**QUESTION 24** **Marks**

**a)** A group will typically be made up of different types of people. Doctor Meredith Belbin identified different team roles for people depending upon the way each of them behaved when they were members of a group.    **3**

One of these team types is Company Worker. Name THREE 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 3 marks.*

**b)** Different LEADERSHIP STYLES may be adopted by the leader of a group.    **9**
Name THREE different leadership styles AND briefly outline the characteristics of each type named.

*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.*

**c)** Briefly describe FOUR barriers to effective communication.　　　　　　　　　　　　　**4**

- *Physical distractions: background noise, visual interruptions.*
- *Proximity: physical distance between sender and receiver.*
- *Technology: poor radio transmission; faulty equipment; loss of power.*
- *Hostility: a dispute, ongoing grievance, personal grudge.*
- *Disinterest: recipient does not want to know; transmitter is unenthusiastic.*
- *Prejudice, stereotyping, pre-conceived ideas or beliefs: people involved do not take a professional attitude.*
- *Making assumptions: of knowledge, ability, skill or language.*
- *Emotion: where rationality is weakened.*
- *Language: where language used is not understood.*
- *Physical disability: impaired hearing, impaired vision; physical positioning of desk, discomfort (e.g. sun shining into eyes of recipient); lack of spatial awareness of the communicator (e.g. standing too close).*

*1 mark per point to a maximum of 4 marks.*

**d)** List TWO advantages and TWO disadvantages of ORAL/AUDIBLE communication.　　　　**4**

*Advantages:*
- *direct*
- *can be either 'see and hear' or just 'hear'*
- *instant feedback*
- *can used to encourage or persuade during the course of only one exchange*

*1 mark per point to a maximum of 2 marks.*

*Disadvantages:*
- *lack of control*
- *no time to think before responding*
- *no written record*

*1 mark per point to a maximum of 2 marks.*

**Total 20 Marks**

|  | Obj A | Obj B | Obj C | Obj D | Obj E | Obj F | Obj G | Page reference *Business Communication* (NCC Education Ltd, 2002) |
|---|---|---|---|---|---|---|---|---|
| **Section A - 1** |  |  |  |  |  |  |  |  |
| Q1 |  |  | 1 |  |  |  |  | 3-27 |
| Q2 |  |  | 1 |  |  |  |  | 3-26 |
| Q3 |  |  |  | 1 |  |  |  | 4-5 |
| Q4 |  |  |  |  |  | 1 |  | 6-24 |
| Q5 |  |  |  |  |  | 1 |  | 6-10 |
| Q6 |  |  |  |  |  |  | 1 | 7-10 |
| Q7 |  |  |  |  |  |  | 1 | 7-17 |
| Q8 |  |  |  |  | 1 |  |  | 5-5 |
| Q9 | 1 |  |  |  |  |  |  | 1-30 |
| Q10 |  | 1 |  |  |  |  |  | 2-22 |
| **Total A - 1** | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 10 marks |
| **Section A - 2** |  |  |  |  |  |  |  |  |
| Q11 |  |  |  |  |  | 3 |  | 6-19 |
| Q12 |  |  | 4 |  |  |  |  | 3-6 |
| Q13 |  |  |  |  | 4 |  |  | 5-8/9 |
| Q14 |  |  | 2 |  |  |  |  | 3-30 |
| Q15 |  |  |  |  |  | 3 |  | 6-10 |
| Q16 |  |  |  |  |  |  | 3 | 7-22/23 |
| Q17 |  |  |  | 2 |  |  |  | 4-4 |
| Q18 |  |  |  |  |  |  | 3 | 7-9/10 |
| Q19 | 3 |  |  |  |  |  |  | 1-16/17 |
| Q20 |  | 3 |  |  |  |  |  | 2-33 |
| **Total A - 2** | 3 | 3 | 6 | 2 | 4 | 6 | 6 | 30 marks |
| **Section B** |  |  |  |  |  |  |  |  |
| Q21a) i) ii) |  |  | 8 |  |  |  |  | 3-55/6 |
| Q21b) i) ii) |  |  | 8 |  |  |  |  | 3-59/60 |
| Q21c) |  |  |  | 4 |  |  |  | 4-9/10 |
| Q22a) |  |  |  |  |  | 8 |  | 6-5/6 |
| Q22b) |  |  |  |  |  | 8 |  | 6-13 |
| Q22c) |  | 4 |  |  |  |  |  | 2-11 |
| Q23a) |  |  |  |  |  |  | 8 | 7-12/13 |
| Q23b) |  | 4 |  |  |  |  |  | 2-7 |
| Q23c) |  |  |  |  |  |  | 8 | 7-26/27 |
| Q24a) |  |  |  |  | 3 |  |  | 5-7 |
| Q24b) |  |  |  |  | 9 |  |  | 5-10/11 |
| Q24c) | 4 |  |  |  |  |  |  | 1-35 |
| Q24d) | 4 |  |  |  |  |  |  | 1-4 |
| **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%** |