



**NCC EDUCATION**

**INTERNATIONAL DIPLOMA  
IN  
COMPUTER STUDIES**

**BUSINESS COMMUNICATION**

**4<sup>th</sup> December 2005**

**MARKING SCHEME**

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

If there is doubt as to the correctness of an answer the relevant NCC 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 17**

**2**

If a job advertisement asks applicants to contact the company for an ‘information pack’ which TWO of the following items would you expect to find in the pack?

- |                     |                       |
|---------------------|-----------------------|
| A) Curriculum vitae | C) Application form   |
| B) Job description  | D) Application letter |

**Answer B, C**

**QUESTION 18**

**4**

Which FOUR of the following are qualities of a good presenter?

- |                |                  |
|----------------|------------------|
| A) Speed       | E) Enthusiasm    |
| B) Negativity  | F) Knowledge     |
| C) Nervousness | G) Patience      |
| D) Energy      | H) Insensitivity |

**Answer D, E, F & G**

**QUESTION 19**

**3**

Match each description in the first list with the type of working relationship it describes.

1. The relationship between a specialist seconded to another department and the manager of that department.
  2. The relationship between a managing director and a factory operative where other levels of supervision intervene.
  3. The relationship between a factory operative and his or her supervisor.
- |                               |                         |
|-------------------------------|-------------------------|
| A) Indirect line relationship | C) Lateral relationship |
| B) Functional relationship    | D) Line relationship    |

**Answer 1B; 2A; 3D**

**QUESTION 20**

**3**

Complete this definition of a histogram with the three most suitable words from the list below.

A histogram is similar to a bar chart except that it is a graphical representation of a \_\_\_\_\_ distribution.

The frequency of the bar is represented by its \_\_\_\_\_ rather than its \_\_\_\_\_.

- |              |               |
|--------------|---------------|
| A) width     | D) breadth    |
| B) area      | E) height     |
| C) frequency | F) cumulative |

**Answer C, B, E**

*Answers must be in the correct order to gain any marks.*

**Total 40 Marks**

**SECTION B**

**ANSWER ANY THREE QUESTIONS**

**QUESTION 21**

**Marks**

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

- a) There are many different types of **reports** for use in different situations. **3**
- i) Briefly describe a ROUTINE report. **3**
- *Generally asked for on a regular basis.*
  - *Also known as a periodic report.*
  - *Standard format.*
  - *Informational.*
- 1 mark per point to a maximum of 3 marks.*
- ii) A sales report is an example of a routine report: give TWO further examples of routine reports. **2**
- *Equipment maintenance report.*
  - *Safety inspection report.*
  - *Progress report, accident report.*
  - *Disciplinary report.*
- 1 mark per example to a maximum of 2 marks.*
- iii) Briefly describe a COMMISSIONED report. **3**
- *'One off' reports.*
  - *Also known as investigative report.*
  - *Prepared with a specific purpose in mind.*
  - *Involve research and investigation.*
  - *Include conclusions and recommendations.*
- 1 mark per point to a maximum of 3 marks.*
- iv) A report might be commissioned to examine the cause of an accident in the workplace. Give TWO further examples of situations where a commissioned report might be asked for. **2**
- *As part of a market research project.*
  - *To investigate levels of staff turnover.*
  - *To determine why complaints have increased.*
  - *A policy changing report.*
  - *To research potential markets.*
- 1 mark per example to a maximum of 2 marks.*
- b) All reports need some kind of numbering system. One method is the decimal point referencing system. Describe how this system works (5 marks available) and what it looks like on the page (1 mark available). **6**
- *Major sections are given single Arabic numbers (1, 2, 3 etc) in sequential order.*
  - *The first level of sub-section within a major section will follow a decimal point (1.1).*
  - *The first sub-section under that sub-section repeats the process (1.1.1).*
  - *Theoretically it could be sub-divided many times within a report, but it is impractical and confusing to go beyond four numbers – i.e. three levels of numbers after the decimal point.*
  - *Some word-processing packages offer an 'autoformat' feature which can be set to award lines or paragraphs numbers automatically.*
  - *As points become more sub-ordinate, they are progressively indented across the page illustrating the relationships between them.*
- Up to 5 marks for description of the system plus 1 mark for appearance on the page to a maximum of 6 marks.*

- c) The way you behave at a job interview will affect your chances of success. Briefly describe FOUR things you can do to ensure that you leave your prospective employer with a good impression. **4**
- *Arrive on time, clean and conventionally dressed.*
  - *Wait to be asked to sit down.*
  - *Sit properly: don't slouch or fidget.*
  - *Don't chew gum, eat or smoke.*
  - *Try to control any nervous habits you are aware of.*
  - *Try to stay calm, but don't take any tranquilising drugs or alcohol prior to the interview in the hope that it will help.*
  - *Take the opportunity to talk on a subject that interests you, but don't bore the interviewer.*
  - *Prepare some sensible questions to use if asked.*
  - *On leaving, thank the interviewers for seeing you.*
- 1 mark per point to a maximum of 4 marks.*

**Total 20 Marks**

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

- a) When you have gathered information for a project, you need to apply a few rules for selecting and rejecting material. For example, if you are dealing with a subject like computer technology where things change very quickly, you will need to ask yourself whether the information is up-to-date. **4**

Briefly describe TWO other rules you can apply when deciding which material to use in your project.

- *Is it accurate? If you have any doubt about the accuracy of the information, you should reject it. E.g. if it has been acquired from a personal web site on the Internet rather than an academic one.*
- *Is it relevant? Does the information specifically relate to the enquiry? The material should be checked against the instructions.*
- *Is it complete? Don't gloss over certain aspects of the project just because you have not researched them properly.*

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

- b) i) A meeting is more likely to succeed if it is run according to agreed **ground rules**. Give SIX examples of the kind of statements that might make up ground rules for a meeting. **6**

- *Start on time.*
- *Finish on time.*
- *No interruptions.*
- *Listen to each other.*
- *Take account of other people's contributions.*
- *No mobile telephones.*
- *No substitute members without agreement.*
- *No smoking.*
- *Keep to agreed remit.*
- *Action items to be agreed at (or by) end of each meeting.*

*1 mark per point to a maximum of 6 marks.*

- ii) Name FIVE items that would appear on a typical agenda for a meeting and briefly describe each of them. **10**

One mark will be awarded for each item named plus one mark for each correct description.

- **Apologies for absence:**  
*'Apologies' announced of any member unable to attend; secretary will have been informed in advance by individual members.*
- **Minutes of the last meeting:**  
*Minutes to be read and approved.  
Members will have received a copy beforehand.  
Chairperson asks members whether the minutes represent a true record of the events of the last meeting.*
- **Matters arising:**  
*If a particular item has been pursued since the last meeting, there may be something to report; this sort of matter is often deferred until later in the meeting.*
- **Correspondence:**  
*Any correspondence received since the last meeting relating to the current meeting, will be discussed.*
- **Presentation of accounts (or Treasurer's report):**  
*Summaries of accounts are distributed to members who are asked to recommend adoption or approval.*
- **Special business:**  
*Any exceptional item planned for discussion.*
- **Any other business:**  
*Allows additional items to be introduced.  
Members may feel some items have been overlooked or not been given sufficient attention.  
If the topic turns out to be important, it may well appear in its own right on a future agenda.*
- **Date of next meeting:**  
*Chairperson's duty, in consultation with other members, to decide upon the date of the next.*

*Meeting and to close the meeting formally; the finishing time recorded by the secretary.*

*1 mark for each agenda item named plus 1 further mark for description to a maximum of 10 marks.*

**Total 20 Marks**

**QUESTION 23**

Marks

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

- a) i) When you are planning a presentation, it is helpful to know some things about your audience. List FOUR items of information that you need to know about the people coming to see your presentation. **4**
- *Who will they be?*
  - *Will they be people who are senior to you, or your peers, or your subordinates?*
  - *Will they come from outside your organisation?*
  - *How many people will there be?*
  - *What is their background and existing knowledge? E.g. are they specialist or non-specialist?*
  - *What are their interests and values?*
  - *Do they have a common language?*
- 1 mark per point to a maximum of 4 marks.*
- ii) Briefly describe why it is helpful to know your audience. **2**
- *Helpful in planning if you know what their aims and objectives are in attending your presentation: knowing why they are coming and what they expect to get out of the experience will influence the content.*
  - *If you can demonstrate in the first few sentences that you understand their concerns or needs, then you are far more likely to hold their attention for the remainder of the presentation.*
- Up to 2 marks for an answer which does not repeat the content of part (i) above.*

- iii) Feedback from your audience can help you to improve your presentation technique. **10**

Using one full page of your answer booklet, design an EVALUATION FORM for members of the audience to complete. Its purpose is to enable you to gather comments and opinions about the presentation and your performance.

Marks will be available as follows:

Content **7**

Inclusion of a grading system **1**

Ease of use **1**

Neatness **1**

*Example on page 7-19 of Business Communication textbook, but this is not prescriptive.*

*Content might include any of the following:*

- *Topic of presentation/ name of presenter/date.*
- *Style of delivery.*
- *Pace.*
- *Use of handouts.*
- *Use of visual aids.*
- *Response to questions.*
- *Presenter's knowledge.*
- *Rapport with audience.*
- *Other remarks.*

*1 mark per point to a maximum of 7 marks.*

- *Inclusion of a grading system (e.g. very good, good, satisfactory etc.) with a key to the grading/scoring if necessary.*

*1 mark.*

- *Ease of completion by user i.e. is it clear what is asked of the user? Does it make sense and so on?*

*1 mark.*

- *Neatness.*

*1 mark.*

*Maximum overall total: 10 marks.*

- b) You have to gather information for a course assignment. Describe how you would approach the task and what information sources you could use. **4**

- *Decide what information is needed: what do I want to know? What do I know about the subject already?*
- *Where might I find more information?*
- *Decide on a method of research.*
- *Information sources: college library for paper-based and electronic sources of information; talk to people and ask for advice from anyone who can help you with the task.*

*1 mark per point for an answer demonstrating an understanding of research and information sources to a maximum of 4 marks.*

**Total 20 Marks**

**QUESTION 24**

Marks

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

- a) Give TWO reasons why it might be useful for you to understand the ways in which groups, teams and individuals behave in the workplace. 4
- *In the course of your career you will be expected to deal with a wide variety of people and you will not be able to choose the people with whom you work.*
  - *You will need to know how to deal with people within the organisation: those who occupy similar levels in the hierarchy to yourself, those in senior positions and those in more junior positions.*
  - *You will need to know how to deal with people from other organisations, customers and the public at large.*
  - *Work situations will demand your involvement in a group or groups, and you may need to adopt a strategy for coping with different people and their behaviour.*
  - *The requirement to work with others stems from the need for particular talents and specialisms which need to be combined towards the success of a project or task.*
  - *Most situations require a meeting of minds and talents in the workplace, the ability to recognise those talents in yourself and others is a valuable resource.*
  - *Being able to predict people's behaviour in different situations may give you the chance to avoid conflict or confrontation.*
- Up to 2 marks per point to a maximum of 4 marks.*
- b) List and briefly describe TWO different leadership styles. 4
- *Autocratic: imposition of the will of the leader upon the rest of the group.*
  - *Laissez-faire: haphazard decision making, with no real evidence of responsibility being taken.*
  - *Democratic: no-one dominates – a 'we' and 'us' approach taken, and initiative welcomed.*
  - *Collective/ persuasive: based on equality, but leader needs power of persuasion.*
- Up to 2 marks for each style named and described to a maximum of 4 marks.*
- c) List TWO typical features, ONE strength and ONE weakness of the team type known as a COMPANY WORKER. 4
- *Typical features: conservative; dutiful; predictable.*
  - *Strengths: organiser; practical; logical; hard working; self disciplined.*
  - *Weaknesses: lack of flexibility; unresponsive to unproven ideas.*
- Up to 2 marks for typical features, 1 mark for a strength and 1 for a weakness to a maximum of 4 marks.*
- d) Within an organisation an employee will become involved with two different types of communication: formal and informal.
- i) Describe TWO characteristics of FORMAL methods of communication. 2
- *Established within structure and procedures of the organisation.*
  - *Routed through official channels.*
- 1 mark per point to a maximum of 2 marks.*
- ii) Give TWO examples of situations in an organisation where you would expect FORMAL communication to be used. 2
- *Meetings.*
  - *Dealing with customers.*
  - *Superior/ subordinate interactions.*
  - *Interviews.*
  - *Any other sensible example.*
- 1 mark per point to a maximum of 2 marks.*

**Marks**

- iii) Describe TWO characteristics of INFORMAL methods of communication. 2
- *Arises from incidental meetings, social situations and spontaneous gatherings.*
  - *Informal methods should be supplementary to formal ones in an organisation.*
  - *If informal communication dominates, there could be problems with formal communication channels.*
- 1 mark per point to a maximum of 2 marks.*
- iv) Give TWO examples of situations in an organisation where you would expect INFORMAL communication to be used. 2
- *Lateral relationships e.g. between people on the same level or tier in the organisational structure.*
  - *Conversations about things other than work e.g. hobbies and interests, gossip, current affairs*
  - *At a social event e.g. works outing.*
  - *Any other sensible example.*
- 1 mark per point to a maximum of 2 marks.*

**Total 20 Marks**