

NCC EDUCATION

INTERNATIONAL DIPLOMA
IN
COMPUTER STUDIES
(IDCS v5.40 & IDB v2)

BUSINESS COMMUNICATION

14th SEPTEMBER 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.

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.

CANDIDATES <i>MUST</i> ATTEMPT THIS QUESTION

QUESTION 1**Marks**

Throughout the question, please credit any valid alternative point.

- A) List FOUR (4) leadership styles. 4
- *Autocratic*
 - *Laissez-faire*
 - *Democratic*
 - *Collective*
- 1 mark per point to a maximum of 4 marks.*
- B) Give FOUR (4) reasons for **rehearsing** a presentation before you actually do it before an audience. 4
- *To see how long it takes and shorten/ lengthen if necessary*
 - *To practice gestures, tone, stance etc*
 - *To see if your prompt cards are helpful or need amending*
 - *To practice use of visuals or other equipment*
 - *To help you improve for the real thing and to make any changes if necessary*
 - *To gain constructive criticism from a friend, or self-criticism if you are on your own*
- 1 mark per point to a maximum of 4 marks.*
- C) List FOUR (4) ways that an organisation can try to protect its electronic information. 4
- *ensure that security policies and procedures are in place*
 - *carry out risk analyses to assess network vulnerability*
 - *use anti-virus software*
 - *use firewalls*
 - *use encryption and encoding methods*
- 1 mark per point to a maximum of 4 marks.*
- D) You have applied for a job and receive a letter saying that you have been 'short listed' for interview. List **FOUR (4)** points of information that would be included in the letter. 4
- *date and time of the interview*
 - *who to report to*
 - *where you should report*
 - *location of the organisation/ how to get there*
 - *special instructions about the interview, if any*
- 1 mark per point to a maximum of 4 marks.*
- E) Describe **patterned note taking** and explain what it is used for. 4
- *also known as diagrammatic notes*
 - *basic unit is a spray of ideas*
 - *only key words and terms are used*
 - *no space is wasted with description*
 - *used to generate new ideas*
 - *used to identify relationships/ connections between themes of the subject being researched*
- Up to 4 marks for description and explanation.*

Total 20 Marks

CANDIDATES MUST ATTEMPT <u>FOUR</u> FURTHER QUESTIONS
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QUESTION 2**Marks****Throughout the question, please credit any valid alternative point.**

- A) The development of any group has four separate stages. Name each of the FOUR (4) stages AND briefly describe what happens to the group at each stage. **16**

Forming:

- *the stage when the group first comes together*
- *behaviour is polite and safe, members look to leader for guidance*
- *little conflict as members are keen to be accepted*
- *members are guarded in their opinions and reserved*
- *impressions and views of other group members begin to be gathered*
- *controversy, serious topics and feelings are avoided*

One mark for naming stage correctly plus up to 3 marks for description - maximum 4 marks.

Storming:

- *competition and conflict emerges in relations between members*
- *factions or sub-groups form, personalities clash and issues are debated fiercely*
- *questions about rules and responsibilities arise*
- *conflicts about leadership, structure, power and authority*
- *may be little communication between group members: some remain silent whilst others try to dominate*
- *group needs to move to a problem solving mindset in order to move to the next stage of development*

One mark for naming stage correctly plus up to 3 marks for description - maximum 4 marks.

Norming:

- *sub-groups recognise the advantage of working together so conflict disappears and there is a much stronger spirit of co-operation*
- *members more confident about expressing views and openly discussing these with the entire group*
- *levels of trust increase and group becomes more of a unit as members have a sense of belonging*
- *ideas are shared, feedback is asked for and given, and possible actions explored*
- *creativity becomes higher as information is shared on a personal and task level*
- *generally the members feel good about being part of the group*

One mark for naming stage correctly plus up to 3 marks for description - maximum 4 marks.

Performing:

- *people work independently, in sub-groups or as a total unit*
- *free exchange of ideas and information*
- *high degree of support for individuals from the rest of the group*
- *group becomes productive because members are task oriented and people oriented*
- *morale is high and there is loyalty between members*
- *not all groups reach this stage*

One mark for naming stage correctly plus up to 3 marks for description - maximum 4 marks.

B) The number of participants in a meeting can influence how the group functions.

4

Fifteen people have been invited to a meeting called to discuss market strategy. Bearing in mind that there might not be full attendance, describe how this group of people might perform at the meeting.

- *low participators stop talking to other group members and either stay silent or talk only to the few*
- *interaction and creativity freeze*
- *face to face contact becomes difficult*
- *group might split into cliques*
- *could be very successful: some large groups can solve problems more effectively than a smaller group*
- *the more people there are in a group , the more chance there is that it contains an expert who knows the answer*

1 mark per point to a maximum of 4 marks.

Total 20 Marks

QUESTION 3

Marks

Throughout the question, please credit any valid alternative point.

- A) When you are preparing a presentation you need to know how big your audience is going to be and who they are.

Explain how this information is likely to affect each of the following:

- i) The style and content of your presentation 5

- *If they are non-specialists, you will need to explain much more and use simple language making the presentation accessible to all*
- *If they are specialists, you can use specialist terms without explanation*
- *Status of audience members: whether they are your seniors, your peers or your subordinates will affect the level of formality needed*
- *Knowing why they are attending and what they expect to get out of the presentation helps planning of the content to satisfy these expectations*
- *Enables anticipation of opposing views and allows you to prepare for arguments and questions*

1 mark per point to a maximum of 5 marks.

- ii) The practical arrangements for your presentation 5

- *number of people influences the size of the room*
- *lighting; shade; ventilation*
- *how many chairs required*
- *arrangement of seating for maximum visibility*
- *how many handouts needed*
- *arrangements for refreshments*
- *getting these things right will give a good impression and get the audience on your side*

1 mark per point to a maximum of 5 marks.

- B) 1,440 people were interviewed during a survey to find out how long they had worked for their current employer. The results were as follows:

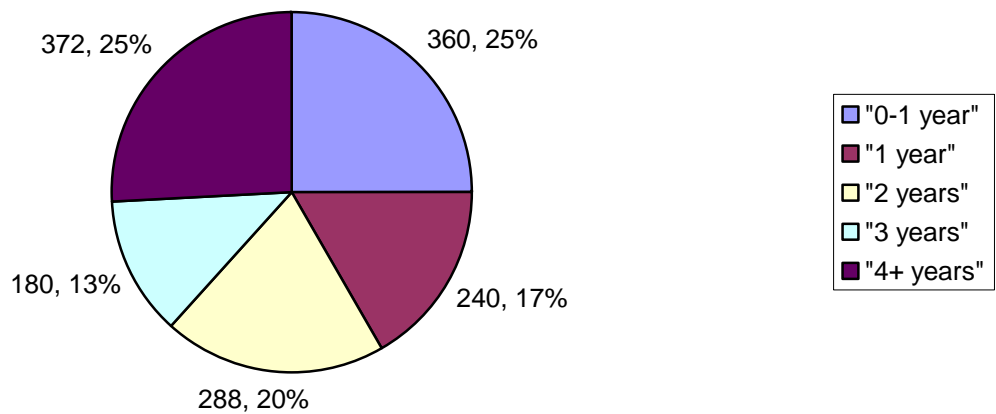
- 25% of those interviewed had been with their current employer for less than one year.
- One-sixth had been with their current employer for one year.
- 20% had been with their current employer for two years.
- One-eighth had been with their current employer for three years.
- The remaining 372 had been with their current employer for four years and more

- i) Calculate and write down the exact number of people in each of the FIRST FOUR categories above. 4

- **360**
- **240**
- **288**
- **180**

- ii) Make the employment data for all 1,440 people interviewed easier to understand by presenting the **five categories** in one, neat, labelled pie chart. Give the chart a **title** and a **legend** to identify the five different sections and **label** each section with the **numbers** of people in each category and the **percentages**. 6

Employment Period



- *1 mark for appropriate title*
 - *1 mark for correctly-drawn pie chart*
 - *Up to 2 marks for correct labeling i.e. quantities and percentages*
 - *1 mark for legend*
 - *1 mark for presentation/ neatness*
- To a maximum of 6 marks in total.*

Total 20 Marks

QUESTION 4**Marks****Throughout the question, please credit any valid alternative point.**

- A) There are many different ways that a job seeker can apply for a vacancy.
- i) Give THREE (3) reasons why an organisation would ask candidates to complete an **application form** 3 and NOT to send a CV.
- *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*
 - *other valid points*
- 1 mark per point to a maximum of 3 marks.*
- ii) A job advertisement tells candidates that they **must** send in a **CV** to apply for the job. Briefly 4 describe FOUR (4) advantages that this could give to an applicant for the job.
- *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 4 marks.*
- iii) Give THREE (3) reasons why a recruitment agency asks job seekers for CVs. 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 on file can be sent and received more quickly than an individually composed letter for each potential job*
 - *Other valid answer*
- 1 mark per point to a maximum of 3marks.*
- B) You have been asked to join a panel to interview some job applicants.
- i) Describe how you would prepare yourself to carry out each interview professionally and efficiently. 5
- *Ensure you know the requirements of the vacancy by having the job description/ person specification and a copy of the job advertisement to hand*
 - *Familiarise yourself with the candidate's details from his/ her application*
 - *Prepare notes of items in the application which need further information*
 - *Prepare questions to check the candidate's knowledge – make sure you have some 'open' questions*
 - *Ensure adequate time is allowed for the interview and for discussion in between interviews*
- Up to 5 marks for description.*

- ii)** Give FIVE (5) reasons why you should ensure that there are no interruptions in the form of visitors or telephone calls during the interview. **5**

- *Gives the interviewee a bad impression of the interviewer and of the company*
- *Suggests that the interviewer is disorganized and unprofessional*
- *Will disrupt the flow of conversation*
- *Breaking off an interview to do something else sends a semiotic message to the interviewee saying “you are not as important as this other person or telephone call”*
- *Constitutes bad manners on the interviewer’s part*

1 mark per point to a maximum of 5 marks.

Total 20 Marks

QUESTION 5

Marks

Throughout the question, please credit any valid alternative point.

- A) Report writing.
Give a definition of the term **report**. 2
- *Orderly, objective message*
 - *Conveys information from one organisational area to another or from one institution to another*
 - *Assists in decision-making or problem solving*
- Up to 2 marks for correct definition.*
- B) A formal report is divided into several different sections.
- i) Describe what the expression **terms of reference** means in connection with formal reports. Why is it important that you understand the 'terms of reference' when writing a report? 6
- *Based on the original instructions and it is crucial that the writer understands these instructions in order to produce what is required*
 - *Includes who the report's for*
 - *What you are supposed to report on and why*
 - *Scope: limits/ parameters of investigation area*
 - *Which type of report is required*
 - *Deadline for producing the report*
 - *Whether recommendations should be included or not*
- Up to 6 marks for description and explanation.*
- ii) List all the information that might be included on the **title page** of a formal report. 6
- *Subject of the report displayed as its title*
 - *Recipients of the report*
 - *Author of the report*
 - *Date of completion*
 - *File reference*
 - *Circulation list*
 - *Indication of confidentiality or priority*
- 1 mark per point to a maximum of 6 marks.*
- C) Describe what you would include in an **executive summary** of a formal report and what it would be used for. 6
- *Some reports are so long that a summary of the main points is included*
 - *For people who have read the whole report, it serves as a reminder of the main points*
 - *Can be circulated as a document in its own right to people who might have a general interest in the subject but haven't time (or inclination) to read whole report*
 - *Puts report in context by explaining why it has been written*
 - *Focuses upon how the information in the report can be used*
 - *Emphasises conclusions and recommendations rather than supporting data and methods used to collect it*
- Up to 6 marks for description and explanation.*

Total 20 Marks

QUESTION 6

Marks

Throughout the question, please credit any valid alternative point.

A) Describe FOUR features of each of the following organisational structures AND draw a **diagram** to illustrate each answer.

i) Centralised structure.

8

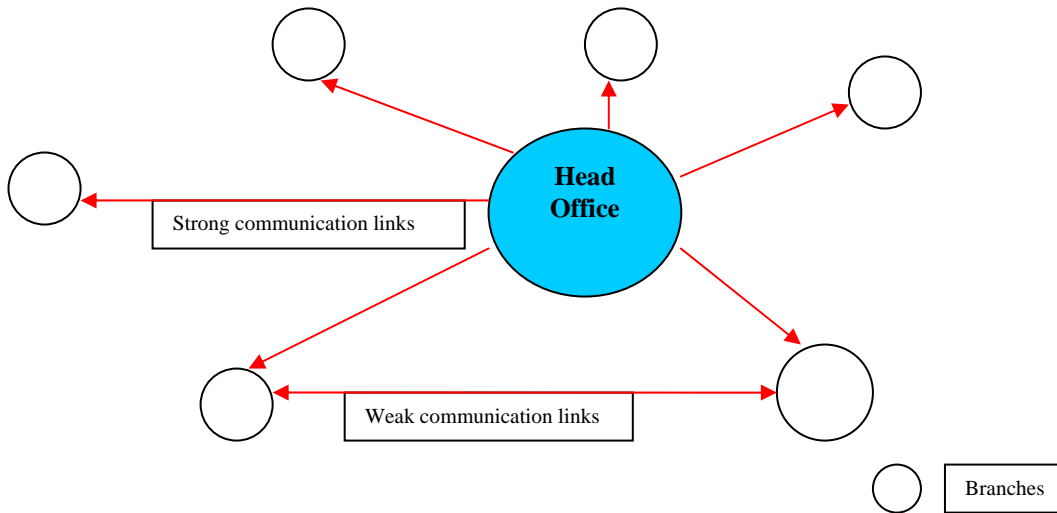


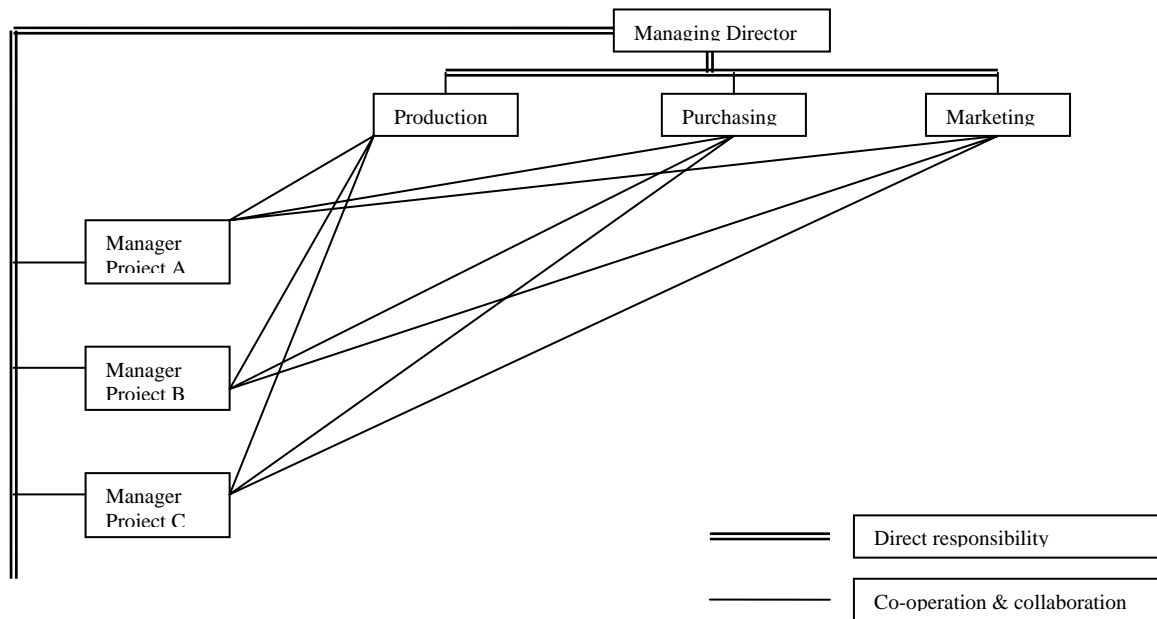
Diagram:

Up to 4 marks for a well-drawn diagram complete with a key if appropriate.

Description:

- *Decisions come from a central hub of senior management*
- *Communication between senior management and each head of department is strong and sometimes paternalistic*
- *Communication between heads of department, however is less strong and controlled to a large extent by senior managers within the hub*
- *Relatively easy to standardise such an organisation, to give it a consistent image both internally and to the outside world*

1 mark per point to a maximum of 4 marks.

**Diagram:**

Up to 4 marks for a well-drawn diagram complete with a key if appropriate.

Description:

- *Used with project teams taken from many different departments*
- *Most dynamic of structures which lends itself to fairly rapid change to meet requirements of new contracts or diversification*
- *Some autonomy in budget management, in quality assurance and in marketing*
- *Project leaders may be tempted to build empires from their own teams and be reluctant to have them dispersed back to their own departments and bosses*

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

B) List FOUR reasons why it is important to continue to develop our communication skills in business. **4**

- *To compete in the global market*
- *To build professional relationships*
- *To acquire knowledge and gather information*
- *To learn to deal with conflict effectively*
- *To be able to persuade, negotiate etc.*
- *Other valid answers*

1 mark per reason to a maximum of 4 marks.

Total 20 Marks

Question	Learning Outcome						Student workbook Page no.
	1 info flows	2 research info	3 written communication	4 interviews	5 meetings & groups	6 presentations	
Q1a)					4		5-10/11
Q1b)						4	7-26
Q1c)	4						1-28
Q1d)				4			4-16
Q1e)			4				2-11
Q2a)					16		5-8/9
Q2b)					4		6-7
Q3a)						10	7-25; 7-14
Q3b)		4				6	Chapter 2 & 7-23
Q4a)				10			Chapter 4
Q4b)				10			4-23
Q5a)			2				3-36
Q5b)			12				3-38/43/44
Q5c)			6				3-34/35/44
Q6a)	16						1-18/19
Q6b)	4						Chapter 1
Total marks	24	4	24	24	24	20	120marks
Recom'd %	15%	20%	15%	15%	15%	20%	
Actual %	20%	3%	20%	20%	20%	17%	