

NCC INTERNATIONAL DIPLOMA IN COMPUTER STUDIES

BUSINESS COMMUNICATION

13th March 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 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 should be a whole mark.

SECTION A - 1**ANSWER ALL QUESTIONS FROM THIS SECTION
EACH QUESTION REQUIRES ONE RESPONSE ONLY****For each question enter ONE capital letter ONLY in your answer booklet.****Marks****QUESTION 1****1**

Choose from the list the word which best completes this statement about the use of non-sexist language in modern business communication:

For centuries _____ pronouns such as *he, him, his, himself* have been used to refer to both sexes, but now a manager is not always a *he*.

- A) Feminine
- B) Neutral
- C) Occupational
- D) Masculine

Answer D**QUESTION 2****1**

Business letters are written for four main purposes. To inform, to influence or to enquire are three purposes, which of the following is the fourth purpose of writing?

- A) To instruct
- B) To inhibit
- C) To infiltrate
- D) To initial

Answer A**QUESTION 3****1**

When recruiting staff, a Personnel Officer will prepare a document which identifies the attributes, skills and competencies of someone capable of carrying out the duties of the job. What is this document commonly known as?

- A) Person description
- B) Job specification
- C) Job description
- D) Person specification

Answer D**QUESTION 4****1**

Which one of the following might be a barrier to communication?

- A) Billboard
- B) Advertisement
- C) Background noise
- D) Telephone call

Answer C**QUESTION 5****1**

Is the following statement true or false?

The reference section of an academic library usually contains DVDs, CDs and other audio-visual items available for loan.

- A) True
- B) False

Answer B**QUESTION 6****1**

Choose the phrase which best completes this statement:

A person who conforms to what he or she perceives is the employer's way of doing things could be said to have a _____.

- A) private agenda
- B) private agreement
- C) personal agreement
- D) personal agenda

Answer D

1

A) Subjective
B) Persuasive

C) Propaganda
D) Objective

1

One benefit of using videoconferencing for meetings is that it eliminates the fatigue that attendees might experience after a long car, train or plane journey to attend meetings in person.

B) False

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.

C) period

D) pitch

1

Preformatted models for slides and presentations available with packages such as PowerPoint.

C) Templates

D) Charts

SECTION A - 2

ANSWER ALL QUESTIONS FROM THIS SECTION
EACH QUESTION REQUIRES MORE THAN ONE RESPONSE

3

A) Working party
B) Board meeting
C) Team briefing

ii) Some formality

iii) Informal

Answer $A + iii); B + i); C + iii)$

1 mark for each correct pairing to a maximum of 3 marks.

QUESTION 12**4**

Put the following steps of writing a report in the order in which you would take them.

- | | |
|-----------------------------------|---------------------------------|
| A) Write a draft of the report | C) Collect information |
| B) Proof-read and edit the report | D) Understand your instructions |

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

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

QUESTION 13**4**

Which FOUR of the following are characteristics of a team which is likely to fail to achieve its aims?

- | | |
|--|---------------------------|
| A) Lack of clear goals | E) Poor communication |
| B) Involvement and interest | F) Decision by consensus |
| C) Acceptance of common aims | G) Lack of trust |
| D) Conflict or hostility between members | H) Constructive criticism |

Answer A, D, E & G

QUESTION 14**2**

Which TWO of the following are rules of **good practice** in written business communication?

- | | |
|------------------|-----------------|
| A) Avoid clichés | C) Be negative |
| B) Be officious | D) Be courteous |

Answer A & D

QUESTION 15**3**

Which THREE of the following are examples of **good body language**?

- | | |
|-------------------------|---------------------|
| A) Folding your arms | D) Looking friendly |
| B) Smiling | E) Taking notes |
| C) Avoiding eye contact | F) Tapping fingers |

Answer B, D & E

QUESTION 16**3**

Complete each of the following statements about presentation technique with the most suitable words from the list below. Use **different** words for each statement.

1. The first step in an effective presentation is to _____.
 2. You will hold the audience's attention if you can _____ in the first few sentences that you understand their needs and concerns.
 3. It is important to _____ yourself at the beginning of your presentation.
- | | |
|----------------|--------------|
| A) demonstrate | D) decide |
| B) prepare | E) introduce |
| C) invent | F) propose |

Answer 1 + B; 2 + A; 3 + E

QUESTION 17**2**

A good interviewer will use **open** questions to encourage job candidates to talk. Which TWO of the following are **open** questions?

- | | |
|---|-------------------------------------|
| A) Do you enjoy your job? | C) How did that affect your career? |
| B) What were your responsibilities in that job? | D) Can you work as part of a team ? |

Answer B & C

Marks**QUESTION 18****3**

Which THREE of the following aspects of a presenter's performance might be included on an **evaluation sheet**?

- | | |
|------------------------|----------------------|
| A) Note-taking | D) Style of delivery |
| B) Pace | E) Reliability |
| C) Appropriate content | F) Integrity |

Answer B, C & D

QUESTION 19

3

Match each of the methods of communication in the first list with its correct category in the second numbered list.

- A) memorandum
B) flow chart
C) presentation

- i) image
ii) writing
iii) speech

Answer A + ii); B + i); C + iii)

QUESTION 20

3

Complete each of these two statements with the most suitable words from the list below. Use different words to fill each space.

1. When you are trying to generate ideas, a useful alternative to sequential notes is _____ or diagrammatic notes.
2. _____ and _____ are two types of reading techniques.

- | | |
|--------------|--------------|
| A) scamming | D) patterned |
| B) skimming | E) skinning |
| C) pictorial | F) scanning |

Answer 1 + D; 2 + B & F

1 mark for each word correctly matched to each statement to a maximum of 3 marks.

Total 40 Marks

SECTION B
ANSWER ANY THREE QUESTIONS

QUESTION 21
Marks

Throughout the question, please credit any valid alternative point.

- a) Your boss has received an email message from a company in Italy, but no one in your department can read or speak Italian. Write an inter-departmental memorandum to enquire if anyone is able to help you to translate the email message and to compose a reply. **10**

Use an accepted business format and invent any background information that is necessary for your memo to be realistic.

Available marks:

Layout and format **5**

Content **5**

Memo should be coherent, legible and fulfil the purpose set out in the question.

Layout should include the following headings:

- *Logo or letter-head or 'memo' or 'memorandum'*
- *To and from*
- *Date*
- *Reference*
- *Subject*

1 mark per point to a maximum of 5 marks.

CONTENT should be ordered logically and include the following:

- *Explanatory and coherent introduction*
- *The reason for writing the memo*
- *Background information*
- *A clear statement of what exactly is required*
- *Tone/ style should be an appeal for help, not a demand or command*

1 mark per point to a maximum of 5 marks.

- b) Draw up a checklist for writing good business letters. This should be in the form of a list of SIX points intended to help someone to write better business letters. **6**

- *Keep the basic aims in mind*
- *Plan the points before starting to write*
- *Keep to relevant points*
- *Clearly express ideas and facts*
- *Aim to be brief, but not terse*
- *Use a tone in keeping with the aims*
- *Use a style suitable for the intended reader*
- *Be positive, and persuasive if appropriate*
- *Be courteous and sincere*
- *Check spelling and punctuation*
- *Remember that every letter sent out represents your organisation; you are an ambassador for your company*

1 mark per point to a maximum of 6 marks.

c) A curriculum vitae (CV) is intended to tell a prospective employer about your work experience and education. The most common format used is the chronological CV which arranges your personal history in reverse time sequence. Another style of CV is the **functional format**.

- i) Briefly describe the arrangement of information in a functional CV. 2
- *Strengths and experience are arranged in an order which supports the job target*
 - *Achievements and skills can be arranged under headings such as 'capabilities', 'management' and so on*
 - *Emphasises abilities which may not have been used in recent work experience*
 - *A very brief work history including employers and/ or relevant roles at college/ university*
- 1 mark per point to a maximum of 2 marks.*
- ii) Give TWO reasons why a job seeker might choose to use the functional CV rather than the chronological CV. 2
- *If you have been involved in a series of very similar jobs, or just one occupation for a long time, avoids repetition of job details*
 - *Useful format for those just entering the job market for the first time as it does not depend on past experience*
 - *Useful for someone re-entering work after a career break*
- 1 mark per point to a maximum of 2 marks.*

Total 20 Marks

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

- a) Each member of a committee has particular duties to carry out before, during and after a meeting.
- i) Briefly describe FIVE duties that the Chairperson has to undertake **during** a meeting. **5**
- *Opening the meeting*
 - *Ensuring a quorum is present*
 - *Welcoming the members and stating the purpose of a meeting*
 - *Conveying apologies from absent members*
 - *Securing approval of the minutes of the last meeting and signing them when approved*
 - *Ensuring all business is conducted fairly and according to the rules*
- 1 mark per point to a maximum of 5 marks.*
- ii) Briefly describe SIX **administrative** duties that the Secretary has to undertake **in preparation** for a meeting. **6**
- *Deal with administrative matters in consultation with the Chairperson*
 - *Choose appropriate people to attend the meeting*
 - *Select a convenient time, date and place to hold the meeting*
 - *Prepare and send out the agenda*
 - *Distribute convening instructions which should clearly state the objective of the meeting*
 - *Distribute any relevant background material*
 - *Write and distribute minutes of last meeting*
- 1 mark per point to a maximum of 6 marks.*
- iii) Briefly describe FIVE **practical** arrangements that the Secretary has to make **in preparation** for a meeting. **5**
- *Booking the venue*
 - *Ensuring sufficient seating available*
 - *Preparing place cards if necessary*
 - *Provision of presentation equipment such as OHP, flip chart and stand, video player, slide projector etc.*
 - *Provision of paper and pencils*
 - *Refreshments: tea, coffee, water and glasses*
 - *Lunch arrangements if meeting is scheduled to run all day*
- 1 mark per point to a maximum of 5 marks.*
- b) An analysis was conducted on the sick days of the staff in a department over the last year. **4**

Days sick	Number of staff
0-9	32
10-19	9
20-29	4
30-39	1

From this data, produce a simple cumulative frequency table.

Days sick - not more than:	(cf)
9	32
19	41
29	45
39	46

Up to 4 marks for appropriate arrangement of correct calculations.

Total 20 Marks

QUESTION 23**Marks****Throughout the question, please credit any valid alternative point.**

- a) You are planning a presentation which will include a lot of statistical information on slides and on handouts.

- i) Name and briefly describe THREE different formats you could use on the slides to present some of the statistical data to the audience.

9***Graphs***

- *A line graph gives a picture of the trend*
- *Additional lines allow comparison of more than one set of information and trends*
- *Graph should not be cluttered and confusing.*

Pie charts

- *Used to show relative sizes of component elements of a total value or amount*
- *Circular: 360° = whole 'pie'; each 'slice' of pie represents a component part of the whole*
- *'Exploded' pie chart is useful for added impact and emphasis*

Bar charts

- *Allow comparison of sets of information*
- *Can be drawn vertically or horizontally, in 2D or 3D*
- *Compound or component bar charts allow introduction of more detailed information*

Pictograms

- *Recognisable pictures or symbols are used to represent data*
- *Each whole symbol represents an amount and each part-symbol less than whole amount*
- *Quantity of items that each symbol represents must be clearly shown in a key*

Tables

- *Used to display more detailed numerical information*
- *Comparisons of figures can be made very quickly*
- *Special attention should be given to visibility/ readability if a table is being used as an OHT*

1 mark for each format named plus up to 2 marks for a good description, to a maximum of 9 marks. [3x3]

- ii) Presenters usually leave the issue of handouts until the end of the presentation. Give TWO reasons why this is usually the best time to do so.

2

- *Issuing them earlier distracts the audience*
 - *People will begin to read the handout rather than attending to what the presenter is saying*
- 1 mark per point to a maximum of 2 marks.*

Marks

- iii) During the presentation, two members of the audience are disturbing other people by talking loudly to each other. List FIVE different ways in which the presenter could deal with this situation. 5
- *Stop speaking and wait for them to stop, then continue with the presentation*
 - *Stop speaking, look at the pair, wait for them to stop, then say 'thank you' with a friendly, understanding smile.*
 - *Stop speaking and ask the pair if they would like to share their conversation with the rest of the audience.*
 - *If they choose not to, then say you will continue, and do so.*
 - *If they share their conversation, thank them if it is relevant and invite them to offer comment by raising of a hand in future.*
 - *If they share their conversation and it is not relevant, offer to speak to them afterwards to discuss any issues.*
 - *Avoid entering into an argument.*
 - *If situation becomes inflamed, adjourn for a comfort break to allow everyone to calm down.*
 - *Give one of the persistent disrupters a job to do, such as taking notes of the proceedings or distributing handouts.*
- 1 mark per point to a maximum of 5 marks.*

b) Describe each of the following types of data:

- i) Primary data 2
- *Original raw information never before collected*
 - *In history-based research, sources written by people directly involved and contemporary to the period being investigated*
- 1 mark per point to a maximum of 2 marks.*
- ii) Secondary data 2
- *Interpretations and/ or analysis of primary data*
 - *In history-based research, secondary sources discuss the historical period, but the research will have been carried out some time after the original events*
- 1 mark per point to a maximum of 2 marks.*

Total 20 Marks

QUESTION 24**Marks****Throughout the question, please credit any valid alternative point.**

a) Describe each of these working relationships:

i) Line (or vertical) relationship. 2

- *Subordinate reports to the superior*
 - *Superior issues orders and instructions for the subordinate to act upon*
 - *Accountability and responsibility are clear in this relationship*
- 1 mark per point to a maximum of 2 marks.*

ii) Diagonal (or functional) relationship. 2

- *Specialists from one department working within another (seconded)*
 - *They retain the line relationship with their original department manager*
 - *Specialist also shares a functional relationship with the manager from the department to which s/he has been seconded*
- 1 mark per point to a maximum of 2 marks.*

iii) Lateral relationship. 2

- *Relationship between people on the same level or tier in the structure who have to co-operate and work well together*
 - *A little supervisory influence sometimes required at times of conflict*
 - *This relationship indicates the extent to which team spirit is prevalent*
- 1 mark per point to a maximum of 2 marks.*

b) Describe how a **matrix structure** works within an organisation. 2

- *Emphasises a project team approach*
 - *Most dynamic of structures because it lends itself to fairly rapid change to meet the requirements of new contracts or diversification*
 - *Some autonomy in budget management, quality assurance and marketing*
 - *Leaders may be tempted to build empires from their own teams and be reluctant to have them dispersed*
- 1 mark per point to a maximum of 2 marks.*

c) The size and composition of a group will affect its performance and behaviour.

i) State TWO problems that might occur if a meeting consists of just TWO people. 2

- *Impractical because biased or freakish decisions can occur*
 - *Each person can exercise complete veto over the other*
- 1 mark per point to a maximum of 2 marks.*

ii) Very large groups create different problems of behaviour. State THREE difficulties that might occur with a group of more than fifteen people at the same meeting. 3

- *Low participators stop talking to other members of the group*
 - *Some may stay silent or talk only to a few*
 - *Interaction and creativity stop*
- 1 mark per point to a maximum of 3 marks.*

- iii) Give FOUR reasons why a group of five to ten people is the ideal size for problem solving. **4**
- *People can talk almost as much as they want*
 - *Able to exert influence over each other*
 - *Sufficient variety of talent and personality to treat problems imaginatively*
 - *Good conditions for interaction*
- 1 mark per point to a maximum of 4 marks.*
- iv) Belbin identified a number of team types each with its own set of characteristics. One example is **monitor/evaluator**. List another THREE team types identified by Belbin. **3**
- *Company worker*
 - *Chairman*
 - *Shaper*
 - *Plant*
 - *Resource investigator*
 - *Team worker*
 - *Completer*
- 1 mark per point to a maximum of 3 marks.*

Total 20 Marks

	Obj A	Obj B	Obj C	Obj D	Obj E	Obj F	Obj G	Page reference <i>Business Communication</i> (NCC Education Ltd, 2002)
Section A - 1								
Q1			1					3-9
Q2			1					3-6
Q3				1				4-5
Q4	1							1-35
Q5		1						2-8
Q6					1			5-5-4
Q7						1		6-19
Q8						1		6-27
Q9							1	7-10
Q10							1	7-12
Total A - 1	1	1	2	1	1	2	2	10 marks
Section A - 2								
Q11						3		6-4/5
Q12			4					3-38
Q13					4			5-14/15
Q14			2					3-10/11
Q15						3		6-17/18
Q16							3	7-4
Q17				2				4-21/24
Q18							3	7-19
Q19	3							1-4
Q20		3						2-10
Total A - 2	3	3	6	2	4	6	6	30 marks
Section B								
Q21a)			10					3-27/30
Q21b)			6					3-15
Q21c)				4				4-11
Q22a)i)						5		6-13
Q22a)ii) & iii)						11		6-15
Q22b)		4						2-19
Q23a) i)							9	7-21
Q23a) ii)							2	7-19
Q23a) iii)							5	7-30
Q23b)		4						2-13
Q24a) i) ii) & iii)	6							2-16/17
Q24b)	2							1-19
Q24c)i) ii) & iii)					9			6-6/7
Q24c)iv					3			5-7
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%