

NCC EDUCATION

INTERNATIONAL DIPLOMA
IN
COMPUTER STUDIES

BUSINESS COMMUNICATION

11th June 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 total mark recorded for a question is 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.
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	Marks
QUESTION 1	1
The study of the relationship between people and their working environment is known as:	
A) Health and safety	C) Economics
B) Ergonomics	D) Office politics
Answer B	
QUESTION 2	1
Which sort of organisational communication operates through incidental meetings, social situations and spontaneous gatherings?	
A) Informal	C) Indirect
B) Formal	D) Strategic
Answer A	
QUESTION 3	1
Which measure of average is often referred to as the 'typical average'?	
A) Mean	C) Arithmetic mean
B) Median	D) Mode
Answer D	
QUESTION 4	1
Recording the publication details of any information you use in your written work is known as:	
A) Recording	C) Referencing
B) Referring	D) Researching
Answer C	
QUESTION 5	1
'How do you think we should proceed with this project?' is an example of an open question.	
Is this statement true or false ?	
A) True	B) False
Answer A	
QUESTION 6	1
Which of the following terms describes text written in complete grammatical sentences and paragraphs?	
A) Poetry	C) Prose
B) Notes	D) Lists
Answer C	
QUESTION 7	1
What term is used to describe the document produced by a personnel department identifying the skills and competencies needed by someone to do a particular job?	
A) Job description	C) Person specification
B) Job specification	D) Person description
Answer C	

QUESTION 8

1

Job application forms usually ask for the names and addresses of two people who can verify the applicant's suitability for a job. What term is used to describe these people?

- A) Referees
B) Reporters
C) Supervisors
D) Retainers

Answer A

QUESTION 9

1

When conveying factual information and data, the speaker or writer will use words which carry precise and accurate meanings. Which ONE of the following terms describes this type of language?

- A) Emotive
B) Subjective
C) Motivational
D) Objective

Answer D

QUESTION 10

1

Which one of the following phrases best completes this statement about presentation technique?

To avoid the pitfall of reading from a script, use small _____ with large lettering, each containing three or four points.

- A) point cards
B) prompt cards
C) sequence cards
D) presenter cards

Answer B

SECTION A - 2

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

Note: if you give more than the required number of responses you may lose marks!

QUESTION 11

2

The earliest model of the **communication process** was described in the 1930s in the United States of America by which TWO people?

- A) Walter
B) Shore
C) Shannon
D) Weaver

Answer C & D

QUESTION 12

2

Which TWO of the following terms does this statement describe?

Weekly, monthly, quarterly or annual publications dealing with a specialised subject.

- A) Index
B) Periodical
C) Journal
D) Magazine

Answer B & C

QUESTION 13**4**

Match each feature in the first list with an associated software package from the second list. Items in the second list may be used more than once if necessary.

1. Used to store information in classified arrangements and can be accessed by many different applications
2. A computerised version of the accountant's tools: columnar pad, pencil and calculator
3. Includes advanced features to automate different aspects of the writing process
4. The format allows modelling and so is ideal for forecasting and budgeting

- | | |
|---|---|
| A) Desktop publishing | E) Purchasing and stock control package |
| B) Project management | F) Spreadsheet package |
| C) Order processing and invoice package | G) Office scheduling technology |
| D) Database package | H) Word processing package |

Answer 1D; 2F; 3H; 4F

QUESTION 14**4**

Complete each of these statements about writing style with the most suitable word from the list below. Use **different** words for each statement.

1. Persuasive documents are intended to _____ the target audience and so should include a connected series of statements that _____ one side of a particular issue.
2. To succeed in a persuasive approach, you must grab the reader's attention with the _____ few lines.
3. Finding some common ground in the _____ stages of the document can help to generate trust between you and the reader.

- | | |
|--------------|--------------|
| A) support | E) influence |
| B) early | F) undermine |
| C) entertain | G) opening |
| D) closing | H) later |

Answer 1E & 1A; 2G; 3B

Answers must be in the correct order to gain marks.

QUESTION 15**3**

Which THREE of the following terms are **note-taking** techniques?

- | | |
|-----------------|-------------|
| A) Diagrammatic | D) Dictated |
| B) Formatted | E) Linear |
| C) Patterned | F) Lectured |

Answer A, C & E

QUESTION 16**3**

The first list shows three different reasons for writing letters. Match each of these with the correct type of business letter in the second list. Items in the second list may be used more than once if necessary.

1. to obtain information, for example technical data or prices
2. to order goods or services
3. refers to arrangements made earlier, usually by telephone

- | | |
|--------------------------|---------------------------|
| A) Letter of application | D) Tactful letter |
| B) Letter of complaint | E) Memorandum |
| C) Letter of enquiry | F) Letter of confirmation |

Answer 1C, 2C, 3F

QUESTION 17

3

Complete each of these statements about the recruitment process with the most suitable word from the list below. Use **different** words for each statement.

1. When a job advertisement states that a person 'must have' or 'will be expected to have' a particular skill, this means that the skill is _____.
2. Once a decision has been made by the interviewing panel, the _____ candidate should be contacted first.
3. A CV which highlights particular strengths and experiences by arranging them in an order which supports the job target is called a _____ CV.

- | | |
|------------------|---------------|
| A) chronological | D) desirable |
| B) unsuccessful | E) essential |
| C) functional | F) successful |

Answer IE; 2F; 3C

QUESTION 18

2

Which TWO of the following documents might you be asked to bring to a job interview?

- | | |
|---|----------------------|
| A) Educational certificates | C) Map |
| B) Special instructions about the interview | D) Birth certificate |

Answer A & D

QUESTION 19

3

Which THREE of these characteristics are likely to indicate an **effective group**?

- | | |
|------------------------------|----------------------------------|
| A) Premature decision-making | D) Awareness of decisions |
| B) Disagreements examined | E) Formality |
| C) Feelings hidden | F) Frequent review of operations |

Answer B, D & F

QUESTION 20

4

When you are preparing for a presentation, which FOUR of the following are things that you need to know about your audience?

- | | |
|-----------------------|------------------------|
| A) Existing knowledge | E) Professional status |
| B) Marital status | F) Background |
| C) Numbers | G) Hobbies |
| D) Rapport | H) Gender |

Answer A, C, E & F

Total 40 Marks

SECTION B
ANSWER ANY THREE QUESTIONS

QUESTION 21
Marks

Throughout the question, please credit any valid alternative point.

- a) Formal **working relationships** affect the flow of information in an organisation. Describe each of the following working relationships and give ONE example of each type of relationship in a typical organisation.

i) Lateral relationship

5

- *Exists between people on the same level or tier in the structure.*
- *People in this relationship have to co-operate and work well together.*
- *Supervisory influence may be required in the event of conflict.*
- *This relationship indicates the extent to which a team spirit is prevalent.*
- *Any appropriate example e.g. heads of department such as production manager and personnel manager; jobs within departments such as health and safety officer and industrial relations officer.*

One mark per point to a maximum of 4 marks for description plus one mark for example to a maximum total of 5 marks.

ii) Line relationship

4

- *Sometimes known as 'vertical' relationship referring to arrangement of jobs on a vertical organisation chart.*
- *Subordinate reporting to a superior and the superior issuing orders and instructions for the subordinate to act upon.*
- *Accountability and responsibility are reflected very clearly in this relationship.*
- *Indirect line relationship exists where other levels of supervision intervene e.g. managing director and a factory operative.*
- *Any appropriate example e.g. factory operative and supervisor.*

One mark per point to a maximum of 3 marks for description plus one mark for example to a maximum total of 4 marks.

- b) The **structure** of an organisation will affect the flow of information and the way that decisions are made. Describe a **centralised** structure and explain how it might affect the decision making process in that organisation.

4

- *Decisions come from a central hub of senior management whose communication with each head of department or branch is strong.*
- *The effect may be paternalistic, stimulating a feeling of belonging to a caring family.*
- *Communication between department heads may be less strong being controlled by senior management at the hub.*
- *Some students may draw a diagram to illustrate the structure: page 1-18 of the Business Communication textbook gives an example, but any clear and appropriate diagram should be given a mark.*
- *The effect is that of strong communication links from the hub outwards but with weaker links between the departments negatively affecting information flows around the organisation and ensuring control from the centre.*

Up to 4 marks for description AND explanation of the effect of the structure on decision making.

c) Briefly describe each of the following **reading techniques** and give an example of how it might be used.

- | | | |
|------|---|---|
| i) | Light reading | 3 |
| | <ul style="list-style-type: none">• <i>Reading for enjoyment or your own interest.</i>• <i>E.g. reading a novel or newspaper.</i>• <i>Might be difficult to remember the detail of what has been read because the reading was for entertainment, not to be tested in an exam.</i>• <i>Information is not retained in long-term memory and is forgotten quite quickly.</i> <p><i>Up to 2 marks for description plus one mark for example to a maximum of 3 marks.</i></p> | |
| ii) | Receptive reading | 3 |
| | <ul style="list-style-type: none">• <i>A slow process because may need to read and re-read to understand main ideas and key points, but irrelevant sections can be skipped.</i>• <i>Taking notes helps to assimilate information.</i>• <i>Also known as reading for study: reading to understand and remember what has been read to be used in assignments, projects, exams.</i> <p><i>Up to 2 marks for description plus one mark for example to a maximum of 3 marks.</i></p> | |
| iii) | Name ONE other reading technique. | 1 |
| | <ul style="list-style-type: none">• <i>Skimming</i>• <i>Scanning</i> <p><i>One mark for one technique correct named.</i></p> | |

Total 20 Marks

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

- a) When you have completed research for a project, you will probably have gathered far too much information to use in that piece of work. **7**

Describe in detail what rules or guidelines you would use to decide which information to reject and which to include in your final piece of work.

- *Decide whether the information is up to date.*
- *Developments happen very quickly in some subjects e.g. computer technology or environmental sciences.*
- *Check the publication date of the material.*
- *Decide whether the information is accurate and reliable.*
- *Information acquired from a personal website on the Internet might be suspect as there is no way of knowing whether or not it is correct, particularly if you cannot find the same information anywhere else.*
- *Information acquired from an academic website is more likely to be reliable.*
- *Decide whether the material specifically relates to your project: is it relevant?*
- *Check information against the original instructions relating to your project.*
- *Ensure the information is complete: don't gloss over certain aspects of the project because you have failed to research properly. Go back to your lecturer or boss for advice.*

One mark per point to a maximum of 7 marks.

- b) You work in the Customer Services department of a computer sales company trading on the Internet. Your boss Nick Small has asked you to reply to this **letter of complaint** received from a dissatisfied customer: **10**

*John Dark
12 Treetop Place
Newtown
NT34 5LE*

1 May 2006

*To: Mr N Small
Customer Services Manager
PCs Direct
Willow Street
London
NW2 7RE*

Dear Mr Small

Re: Sumsang Laptop PC model VS501

On 1 February 2006 I took delivery of a Sumsang Laptop PC model VS501 purchased via the Internet from your company at a cost of \$1050 including delivery.

I am disappointed because the PC has been faulty from day one. I have had numerous conversations with your service department about the problem but nothing has worked. I was promised a replacement last month, but three months later I have received nothing. I am of the opinion that this product was of very poor quality, and was never fit for purpose as laid down by the law.

To resolve the problem I require you to refund in full the cost of the PC and the delivery charges: \$1050 in total.

I look forward to hearing from you with a resolution of this problem within the next fourteen days. If I hear nothing at the end of the two weeks, I shall seek help from my lawyer.

Please contact me at the above address or by phone 021 358963

Yours sincerely

John Dark

Write a LETTER OF ADJUSTMENT to Mr Dark dealing with all the points made in his letter.

Available marks:

Layout and format 5

Content 5

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

Layout should be of a consistent format throughout i.e. blocked, semi-blocked or indented style and should include the following pieces of information:

- *Sender's address or letterhead*
- *Recipient's address*
- *Date and reference*
- *Subject heading*
- *Salutation and complimentary close*

1 mark per point to a maximum of 5 marks.

Content of letter should cover the following:

- *Statement of regret: acknowledgement and confirmation that the complaint is understood*
- *Cause of defect: explanation after investigation of problem*
- *Action to be taken: explanation of action to adjust the problem*
- *Apology: express hope that goodwill will be maintained*
- *Tone: courteous, conciliatory and helpful*

1 mark per point to a maximum of 5 marks.

- c) List THREE ways in which the layout of a memorandum differs from that of a letter.

3

- *No postal address required*
- *No salutation or complimentary close required*
- *Not normally signed*
- *Has only one subject line per memo*

One mark per point to a maximum of 3 marks.

Total 20 Marks

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

- a) Write a letter of application for the job described in this advertisement. You may invent any information that you need to. **10**

Immediate Vacancy
Junior Programmer needed for
established computer software firm.

Apply in writing quoting job reference ITS23
with details of age, education and experience
and the names and addresses of two referees to:

Jude Solo, Personnel Manager,
IT Solutions, Unit 5, Snowhill Industrial Estate,
Snowhill, Surrey S22 3EQ

Closing date for applications: 3 July 2006

Please note that a CV is **not** asked for, so do not waste time writing one as no marks are available for this.

Available marks:

Layout and format 5

Content 5

Layout should be of a consistent format throughout i.e. blocked, semi-blocked or indented style and should include the following:

- *Sender's address*
- *Recipient's name and address*
- *Date and reference*
- *Subject heading*
- *Appropriate salutation and complimentary close*

One mark per point to a maximum of 5 marks.

Content of letter should include the following:

Introduction

- *A clear statement of the reason for writing: e.g. stating position applied for, how the writer came to know about the vacancy.*

One mark for good introduction

Main body of letter

- *Age, education, experience, referees*
- *Interests or skills relevant to the post*

Up to 2 marks for main body

Conclusion

- *Why applicant wants the job and what special value s/he will bring to the organisation.*

One mark for conclusion

- *Tone and vocabulary of letter should be polite and positive.*

One mark for appropriate tone and writing style

- b) You will feel more confident and perform better at a job interview if you are well-prepared for it. Briefly describe FOUR things you can do before an interview to be well-prepared. **4**
- *Tell your referees that you've been called for interview so they can expect to be approached for references.*
 - *Put the date and time of interview in your diary and/or on the calendar.*
 - *Ensure you know exactly where the interview is being held, how to get there, journey times etc.*
 - *Refer back to your application, CV, job advertisement and any other information you may have received in order to remind yourself about the vacancy and what you've told the employer.*
 - *Find out as much as possible about the organisation e.g. annual reports, in-house magazines, parent company information – appear to be well-informed.*
 - *Gather documents required at interview: educational certificates; professional qualifications; birth certificate; tax or national insurance details; photograph if required.*
 - *Prepare answers to specific and obvious questions e.g. 'why did you apply for this job?'*
 - *Prepare a list of questions to take with you and a notebook and pen to jot down anything you need to at the interview.*
 - *Plan what you are going to wear: be smart but comfortable and clean and tidy.*
- One mark per point to a maximum of 4 marks.*

- c) You are the Human Resources Officer in a medium sized manufacturing company and have to speak at a staff representatives' meeting about the planned introduction of computerised production methods. This change could involve a significant reduction in staff numbers, so your speech needs to be very well-prepared and convincing. **6**

Describe THREE things that you should consider carefully when preparing your argument to ensure that your speech will persuade your audience to accept the proposed changes.

Please note that you are **not** required to write a speech, so do not waste time doing so as no marks are available for this.

- *Before becoming involved in formal discussion, decide what you hope to achieve and what you are willing to concede.*
- *Anticipate objections and arguments against you so that you can defend your case.*
- *Prove your case: strength of argument depends on the quality of reasoning, not the quantity.*
- *Show practical evidence: have examples ready to support your facts.*
- *Confine arguments to objective statements not opinion or hearsay.*
- *Do not trade on emotion.*
- *End by firmly repeating the proposition.*

Up to 2 marks per point well-described to a maximum of 6 marks.

Total 20 Marks

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

a) Name and describe FOUR items that would appear on a typical meeting agenda.

8

- **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 that relates 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; the current meeting is then formally closed and the finishing time recorded by the secretary.
- Up to 2 marks per agenda item correctly named and described to a maximum of 8 marks.*

- b) During presentations members of the audience are usually polite and interested in what is being said. Occasionally, however, difficult situations arise when an audience member decides to disrupt the presentation.
- i) How could a presenter deal with someone who persists in interrupting the presentation? 4
- *Tell the person that even if there is some contention, it cannot be allowed to disrupt proceedings and that they can discuss any issues after the presentation.*
 - *Ask the rest of the audience if they want to respond to a negative point which has been raised.*
 - *Avoid entering into an argument but if situation becomes inflamed, adjourn for a comfort break to allow everyone to calm down.*
 - *Give any persistent disrupter a job to do, such as taking notes of the proceedings or distributing handouts.*
 - *Any other reasonable action to resolve the problem or retrieve the situation.*
- One mark per point to a maximum of 4 marks.*
- ii) What lessons might be learned when a presentation doesn't go according to plan? How might this affect the way someone prepares future presentations? 4
- *Self-reflection: presenter might consider the quality of the presentation content or his/her performance e.g. Did I not get the audience's attention? Why not? Was it boring? Was I boring?*
 - *Consider introducing evaluation sheets to get feedback on what went wrong and what went right in a presentation.*
 - *Plan for future presentations to use a flip-chart to list points, so if there is repetition of a contentious subject identify it on the chart and indicate that it has already been raised.*
 - *Ensure that the objectives for the session are clearly stated and displayed: when a disruption occurs, the presenter can point out that there is a danger that the objectives won't be met, and that other members of the group perhaps have an interest in the wider picture.*
 - *Any other appropriate ideas or responses.*
- One mark per point to a maximum of 4 marks.*
- c) At the end of the presentation it is common for a presenter to invite questions from the audience. Describe how a presenter would ensure that all questions are dealt with effectively and fairly. 4
- *Be observant so that you can be sure not to ignore anyone.*
 - *Take one question at a time, remembering which member of the audience needs your attention next.*
 - *Repeat any question you are asked so that you can be sure all the audience has heard it.*
 - *Separate multi-part questions, so that you can clearly answer each part in its turn.*
 - *If you do not know the answer, then say so: respect of the audience is retained if you are honest.*
 - *Tell them that you will find the answer and tell them how you will inform them.*
 - *At the end of the time allowed for questions, thank everyone for their questions and close the event.*
- One mark per point to a maximum of 4 marks.*

Total 20 Marks

	LO 1	LO 2	LO 3	LO 4	LO 5	LO 6	Page reference <i>Business Communication</i> (NCC Education Ltd, 2002)
Section A - 1							
Q1	1						1-30
Q2	1						1-12
Q3		1					2-15
Q4		1					2-7
Q5			1				3-55
Q6			1				Ch 3
Q7				1			4-5
Q8				1			4-10
Q9					1		6-20
Q10						1	7-18
Total A - 1	2	2	2	2	1	1	10 marks
Section A - 2							
Q11	2						1-5
Q12		2					2-6
Q13	4						1- 23-25
Q14			4				3-49/51
Q15		3					2-10/11
Q16			3				3-16,20
Q17				3			Ch 4
Q18				2			4-17
Q19					3		5-15
Q20						4	7-14
Total A - 2	6	5	7	5	3	4	30 marks
Section B							
Q21a)	9						1-16/17
Q21b)	4						1-18
Q21c)		7					2-9/10
Q22a)		7					2-12
Q22b)			10				3-22/23
Q22c)			3				3-30
Q23a)				10			4-13
Q23b)				4			4-18/19
Q23c)					6		6-20/21
Q24a)					8		6-8/9
Q24b)						4	7-15
Q24c)						4	7-15 and imagination
Q24d)						4	7-27/28
Total B	13	14	13	14	14	12	80 marks
Total A - 1	2	2	2	2	1	1	10 marks
Total A - 2	6	5	7	5	3	4	30 marks
A + B	21	21	22	21	18	17	120 marks
recommended %	15%	20%	15%	15%	15%	20%	100%
actual %	17.5%	17.5%	17.5%	17.5%	15%	15%	100%