NCC INTERNATIONAL DIPLOMA
IN
COMPUTER STUDIES

BUSINESS COMMUNICATION

5th December 2004

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 <u>total</u> mark recorded for a question should be a whole mark.

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 type of document that this statement describes: 'a business document designed to convince readers that a specific course of action is one that they should agree with.'
A) Questioning   C) Enquiring
B) Persuasive   D) Factual
Answer   B

QUESTION 2   **1**
Which type of referencing system used in reports is described here? '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 be shown as 1.1, and the first sub-section under that sub-section repeats the process (1.1.1).'
A) Dewey decimal referencing system   C) Decimal mark referencing system
B) Decimal numbering referencing system   D) Decimal point referencing system
Answer   D

QUESTION 3   **1**
Choose from the list the word that best completes this statement:
'A curriculum vitae (CV) which shows an individual's work experience and personal history in reverse time sequence is known as the _____ format.'
A) Functional   C) Historical
B) Chronological   D) Resume
Answer   B

QUESTION 4   **1**
Minutes which record some details of discussion as well as resolutions and voting are known as:
A) Resolution minutes   C) Narrative minutes
B) Voting minutes   D) Recorded minutes
Answer   C

QUESTION 5   **1**
Is the following statement true or false?
'All forms of advertising fall into the category of communications intended to persuade.'
A) True   B) False
Answer   A

QUESTION 6   **1**
Which of the following methods of displaying statistical information does this statement describe?
'These are the least visual of all, because they are for displaying more detailed numerical information.'
A) Tables   C) Bar charts
B) Pictograms   D) Line graphs
Answer   A

QUESTION 7   **1**
From the list, choose the most appropriate word to complete this statement:
'Until the _____ stage of a presentation, communication is very much one-way unlike a
conversation.'
A) Conclusion   **C)** Introduction
B) Opening remarks   **D)** Question and answer
Answer   D

QUESTION 8   **1**
Is the following statement about leadership style true or false?
'Haphazard decision making, with no real evidence of responsibility being taken is characteristic of an
autocratic leader.'
A) True   **B)** False
Answer   B

QUESTION 9   **1**
Which of the following terms is a method of team development designed to assist the decision making process?
A) Brainbending   **C)** Mindbending
B) Mindstorming   **D)** Brainstorming
Answer   D

QUESTION 10   **1**
What does the acronym ISBN represent?
A) International Standard Business Number   **C)** International Standard Book Number
B) International Standard Book Name   **D)** International Standard Business Name
Answer   C

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

QUESTION 11   **3**
Match each person's title in the first list with the duty for which he or she is responsible from the second
numbered list below:
A) Committee member
B) Treasurer
C) Secretary

i) Administrative responsibility
ii) Maintenance of financial records
iii) Being well prepared and arriving on time
Answer   A) + iii); B) + ii); C) + i)
        1 mark for each correct pairing to a maximum of 3 marks.

QUESTION 12   **4**
Put the following parts of a formal report in the order in which they should appear.
A) Recommendations   **C)** Terms of reference
B) Findings   **D)** Title page
Answer   1D, 2C, 3B, 4A
        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 an **ineffective group**?

A)	Tension	**E)**	Indifference
B)	Constructive criticism	**F)**	Involvement
C)	Interest	**G)**	Boredom
D)	Lack of consensus	**H)**	Forwarding ideas

Answer   A, D, E & G

QUESTION 14 2

Which TWO of the following are **not** parts of a memorandum?

A)	Complimentary close	**C)**	Subject
B)	Salutation	**D)**	Date

Answer   A & B

QUESTION 15 3

Which THREE of the following are likely to be agreed as **ground rules** for a meeting?

A)	Make eye contact with speakers	**D)**	Sit outside the group
B)	No smoking	**E)**	Keep to the agreed remit
C)	Finish on time	**F)**	Take an open stance

Answer   B, C & E

QUESTION 16 3

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

1. _____ space refers to the amount of space on the slide which is not taken up with text or graphics.
2. The key point when using text on slides is to ensure that you keep them _____.
3. Use a _____ number of compatible colours on slides to avoid distraction.

A)	Black	**D)**	Brief
B)	Large	**E)**	Limited
C)	White	**F)**	Clean

Answer   1 + C; 2 + D; 3 + E

QUESTION 17 2

Which TWO of the following actions should you **not** take when completing a job application form?

A) Cite referees without first asking them
B) Use a continuation sheet if there is not enough room on the form
C) Focus on relevant achievements
D) Leave gaps in the form

Answer   A & D

QUESTION 18 3

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

A)	Speed	**D)**	Knowledge
B)	Enthusiasm	**E)**	Decisiveness
C)	Negativity	**F)**	Patience

Answer   B, D & F

QUESTION 19   3

Match each of the types of decision making in the first list with the correct description in the second numbered list.

A) Strategic
B) Tactical
C) Operational

i) Most frequently taken decisions, under clearly defined rules
ii) Based on opportunities, looking outside the organisation, and to the future
iii) Based on the resources available, to meet the objectives set by another level of management

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

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. The terms _____ and _____ mean the same thing: weekly, monthly, quarterly, biannual or annual publications dealing with a specialised subject.

2. A _____ by definition contains a wide variety of subjects in a single publication.

A) Magazine   **D)** Memorandum
B) Journal   **E)** Project
C) Database   **F)** Periodical

Answer   1 + B & F; 2 +A

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

Total 40 Marks

QUESTION 21   **Marks**

<mark>Throughout the question, please credit any valid alternative point.</mark>

a) Your company has recently leased a photocopying machine from a well-known national supplier.   **10**
Unfortunately the copier has broken down several times. Write a letter of complaint to the supplier. Invent
any background information that is necessary for your letter to be realistic. Your letter should be in an
accepted business format.
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 in a consistent format throughout i.e. in a blocked, semi-blocked or indented style and
include the following:
• *Sender's address*
• *Recipient's address*
• *Date*
• *Salutation and corresponding complimentary close*
1 mark per point to a maximum of 5 marks.

CONTENT should be ordered logically and include the following:
• *A statement of the reason for writing the letter*
• *A clear description of the problem*
• *The cost in terms of inconvenience/ money/ time*
• *Suggested remedy e.g. replacement/ compensation/ refund*
• *Time limit/ deadline for settlement of claim*
1 mark per point to a maximum of 5 marks.

b) There are many different types of **reports** for use in different situations. Briefly describe each of the
following types of report and give ONE example of a situation in which each might be used.

   i)   Routine (periodic) report.   **3**
        • *Generally asked for on a regular basis*
        • *Standard format*
        • *Informational*
        • *E.g. sales report, equipment maintenance report, safety inspection report, progress report,*
          accident report, disciplinary report
        1 mark per point to a maximum of 2 marks plus 1 mark for example.

   ii) Commissioned (investigative) report.   **3**
        • *'one off' reports*
        • *Prepared with a specific purpose in mind.*
        • *Involve research and investigation*
        • *Include conclusions and recommendations*
        • *E.g. in market research project, policy changing report, market forecasting report*
        1 mark per point to a maximum of 2 marks plus 1 mark for example.

c) List FOUR sources of job vacancies. **4**

- *Newspapers*
- *On campus services*
- *Employment or recruitment agencies*
- *Government job centres*
- *Approach organizations directly*
- *Personal contacts and networking*
- *Surf the Internet*
- *Television and radio*

1 mark per point to a maximum of 4 marks.

Total 20 Marks

<mark>Throughout the question, please credit any valid alternative point.</mark>

a) The Chairperson of your company's social committee decides to call a meeting of members for Saturday 11 December 2004.

   i) How far in advance of the meeting date should the members be informed?   **1**
   - *Notice should be sent well in advance: ideally at least 21 days.*
   - *Required notice period is often laid down in the constitution/ rules*
   1 mark.

   ii) Compose a **notice of meeting** to be sent to the members of the social committee. Be sure to include all   **6**
   necessary details; invent any information you need to make it realistic.
   Layout does not need to conform to business letter or memo format, but the wording must be
   unambiguous and communicate clearly to the recipient the purpose of the notice. The notice should
   include any of the following:
   - *Heading/ Title of the meeting*
   - *Date of meeting*
   - *Time of meeting*
   - *Place/ venue of meeting*
   - *Should specify whether an agenda attached or any other enclosures*
   - *Should be signed by chairperson or secretary*
   - *Signatory's official position in the group should be indicated*
   1 mark per point to a maximum of 6 marks.

   iii) Compose an **agenda** to accompany the notice of the social club committee meeting. Again, you may   **6**
   invent any information to make it realistic.
   - *Apologies for absence*
   - *Minutes of last meetings; matters arising*
   - *Correspondence*
   - *Presentation of accounts/ treasurer's report*
   - *Special business*
   - *Any other business*
   - *Date of next meeting*
   1 mark per point to a maximum of 6 marks.

b) Briefly outline THREE ways in which a **chairperson's agenda** differs from the members' agenda.   **3**
   - *Additional notes and timings to help chairperson lead and control the meeting*
   - *There is space for the chairperson to make notes*
   - *Any papers relevant to the planned discussions will be attached to the agenda*
   1 mark per point to a maximum of 3 marks.

c) There are many different ways of reducing the total number of words when you are writing a **summary.**   **4**
Briefly describe TWO methods of reducing sentences and phrases.
- *Look for repetition: many words serve no useful purpose; points are often repeated for emphasis*
- *Cut out elaboration: there is often a lot of extra information in the form of examples or definitions which can be lost without losing the basic meaning*
- *Reduce sayings, expressions and clichés: many long-winded or fashionable phrases are used for effect, but there is usually a succinct alternative you can use; lose superfluous adjectives and adverbs*
- *Use one or two words instead of several: lists can be reduced to one or two words*
- *Generalisations: without using clichés, there are times when you can use an accepted generalisation or recognised phrase in order to save words*

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

Total 20 Marks

a) Well-designed **visual aids** (such as slides or overhead transparencies/ OHTs) can enhance a presentation.

   i) Briefly outline TWO good design principles that you should bear in mind when using **text** (words) on visual aids.   **4**
   - *Keep the content brief: too much text and the audience will read it rather than listening to the presenter*
   - *Use keywords, short sentences or phrases: the audience can focus on keywords and the presenter can fill in the detail*
   - *Make use of bullet points: gives the slide/OHT some structure*
   - *Use a series of slides/ OHTs containing short messages to build up to a complex point: this will help to keep the audience's attention*
   Up to 2 marks per point well-explained to a maximum of 4 marks.

   ii) List TWO **advantages** of using visual aids in a presentation.   **2**
   - *Reinforce what has been said*
   - *Simplify information*
   - *Aid bullet-pointed note taking*
   - *Illustrate points made*
   - *Summarise what has been said*
   1 mark per point to a maximum of 2 marks.

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 drawn a **histogram** for a set of data.

i) State TWO ways in which a histogram differs from a **bar chart**. **2**
- *It is a graphical representation of a frequency distribution*
- *The frequency of the bar is represented by its area rather than its height*

1 mark per point to a maximum of 2 marks.

ii) Briefly explain how you would draw a **frequency polygon** for the same set of data. **1**
- *By joining up the mid points of the frequency columns.*

1 mark.

iii) Define the term **cumulative frequency.** **1**
- *A method of grouping the frequencies of the value of some variables by adding the frequencies not greater than certain values of the variable*

1 mark for definition.

Total 20 Marks

QUESTION 24 Marks

<mark>Throughout the question, please credit any valid alternative point.</mark>

a) There are four recognised stages in the development of a group.

   i) **Forming** and **performing** are two of the stages; name the TWO other stages of group development.   **2**
   - *Storming*
   - *Norming*
   1 mark per point to a maximum of 2 marks.

   ii) Briefly describe FIVE characteristics of the **forming** stage of a group's development.   **5**
   - *The stage at which the group first comes together*
   - *Input stage: group goes from uncertainty to discovery*
   - *Members rely on polite, safe behaviour and look to the leader for guidance*
   - *Members are keen to be accepted so there is little sign of conflict*
   - *Members are guarded in their opinions and generally reserved*
   - *Beginning to notice similarities and differences between themselves and fellow members*
   - *Rules of behaviour are to keep things simple and avoid controversy*
   - *Serious topics and feelings are avoided*
   1 mark per point to a maximum of 5 marks.

   iii) Briefly describe FIVE characteristics of the **performing** stage of a group's development.   **5**
   - *Output stage: energies committed towards objectives*
   - *People can work independently, in sub-groups or as a total unit*
   - *Free exchange of ideas and information*
   - *A high degree of support for individual members from the rest of the group*
   - *The stage at which group is the most productive: members highly task oriented and people oriented*
   - *Unity of the group means morale is high and there is loyalty between members*
   - *The task is completed: the job is done*
   1 mark per point to a maximum of 5 marks.

b) Electronic mail (email) is now commonly used as an efficient communication method around the world.

   i) List THREE **advantages** of using email compared with other traditional forms of business communication.   **3**
   - *Inexpensive: cost is independent of the distance it is being sent*
   - *Fast: letters take days/weeks; emails take minutes*
   - *Versatile & flexible: file/ document attachments possible*
   - *Convenient: recipient can access messages from anywhere in the world.*
   1 mark per point to a maximum of 3 marks.

   ii) List THREE ways in which email can be vulnerable.   **3**
   - *Not secure from prying eyes; messages can be intercepted by others*
   - *Even if deleted, information can be recovered from computer's hard drive*
   - *People print out emails and leave them lying around*
   - *Computers are left logged on for hours unattended: anyone could access the email account*
   - *Email messages can carry viruses*
   1 mark per point to a maximum of 3 marks.

iii) Encoding and encryption are ways of preserving confidentiality in electronic mail, but there are problems associated with these methods. Outline TWO problems with encryption.
- *There is no single standard because there are a number of different systems in use*
- *Encrypting a message can take time*
- *License costs per workstation are high*
- *Encrypting email is illegal in some countries*
1 mark per point to a maximum of 2 marks.

2

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					3-49
Q2			1					3-45
Q3				1				4-9
Q4						1		6-10
Q5						1		6-19
Q6							1	7-21
Q7							1	7-3
Q8					1			5-10
Q9	1							1-20
Q10		1						2-5
Total A - 1	1	1	2	1	1	2	2	10 marks
Section A - 2								
Q11						3		6-15/16
Q12			4					3-43
Q13					4			5-15
Q14			2					3-28
Q15						3		6-18
Q16							3	7-8/9/11
Q17				2				4-13
Q18							3	7-28
Q19	3							1-14
Q20		3						2-6
Total A - 2	3	3	6	2	4	6	6	30 marks
Section B								
Q21a)			10					3-21
Q21b)			6					3-37
Q21c)				4				4-4
Q22a) b)						16		6-7/8/9
Q22c)		4						2-35/36
Q23a) i)							4	7-8
Q23a) ii)							2	7-20
Q23a) iii)							10	7-19
Q23b) i) ii) iii)		4						2-18/19
Q24a)					12			5-8/9
Q24b)	8							1-28/29
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%**