



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge International Diploma in Business
Advanced Level

EFFECTIVE BUSINESS COMMUNICATION

5172/01

Core Module

May 2009

2 hours plus 15 minutes reading time

Additional Materials: Answer Booklet/Paper

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

You may use a soft pencil for any diagrams, graphs or rough working.

Do not use staples, paper clips, highlighters, glue or correction fluid.

Attempt **all** tasks.

Start each task on a new piece of paper.

Please leave a margin on the right and left hand side of each new page.

At the end of the examination, fasten all your work securely together, in the correct order.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **4** printed pages.



You must read the case study below and attempt ALL the tasks which follow.

(The case study is fictitious.)

TRAVEL WIDE

Travel Wide is a leading travel organisation, which provides a travel booking service for businesses. Travel Wide books travel, hotels, rail and car hire for senior executives. It also arranges transfers from airports to hotels and meetings. Travel Wide essentially provides a one-stop solution for executive travel. Travel Wide operates in over 10 countries in the Asia Pacific region, and books travel all over the world. Its turnover is \$270 million¹ per annum. 5

Travel Wide is aware of the environmental issues associated with travel, and the belief that air travel in particular contributes significantly to increased carbon emissions. Travel Wide is being proactive in dealing with the issue of emissions, and is making it a business opportunity rather than a threat by looking for ways of creating new business. 10

Travel Wide has decided to make a positive contribution to environmental travel and the reduction of emissions. Travel Wide has decided to link with the Institute of Tourism and Travel Management (Asia Pacific) to develop a 'tool kit', known as Environmental Carbon Reduction Travel (ECRT), to help organisations to reduce the amount of emissions brought about by all forms of travel. 15

The service offered by Travel Wide will be to provide guidance to travel buyers on how to create and implement CO₂ reduction programmes. The tool kit, (ECRT), will be launched at a conference as part of a wider consultancy service. It is hoped that the project will be highly successful in commercial terms. It is also hoped that revenue from the programme will cover some of the potential loss of income brought about by reduced travel. 20

The aim of ECRT is to provide a travel accreditation scheme for their client organisations, so that these organisations can also show they are contributing to reducing emissions.

The travel buyer accreditation scheme has four levels:

Level 1 - the Basic Level - simply requires the organisation which is buying travel to issue a public statement of support for environmental goals and commitment to achieving ECRT accreditation. 25

Level 2 - the Bronze Level - requires the organisation which is buying travel to demonstrate that they have carried out policies, set targets and measured the absolute reduction in CO₂ on air travel over a minimum two-year period. At this stage a buyer organisation can also receive accreditation for making their travel more CO₂ efficient even though they may be increasing travel overall. These efficiency measurements do not apply to higher accreditation levels as the aim of ECRT is to reduce CO₂ in absolute terms. 30

Level 3 - the Silver Level - requires a reduction in CO₂ emissions of at least 2.11 % per annum and a reduction of 60% by 2050.

Level 4 - the Gold Level - requires travel buyers to achieve reduced CO₂ which is double the bronze level targets, across five sectors: air, rail, hotel accommodation, ground transportation and business mileage. 35

¹ Prices are quoted in US Dollars

You must attempt ALL of the following tasks. Where appropriate use information from the case study to support your answer.

1 You have been asked to consider how information about the new ECRT programme should be communicated to travel buyers.

(a) Explain how the following methods of communication could be used to inform customers about the new ECRT programme.

(i) Press releases to all relevant trade journals

(ii) Letters to buyers in Travel Wide **[2 x 3 = 6]**

(b) Suggest, with reasons, **four** other methods of communication which Travel Wide could use to launch the ECRT programme. **[4 x 2 = 8]**

(c) It is very important that those involved in contacting travel buyers understand the role of non-verbal and verbal communications.

Explain the meaning of **each** of the following. Give **one** example of **each**.

(i) Meta communications **[3]**

(ii) Kinetics **[3]**

[Total: 20]

2 Travel Wide is planning a joint travel conference with the Institute of Tourism and Travel Management (Asia Pacific) to launch the ECRT programme. The conference will take place from 13 to 16 October 2009.

(a) Write a letter to all potential delegates inviting them to the conference and the launch. Use the information in the case study about the ECRT programme, and make up any other required details. **[12]**

(b) One of the tasks that you will need to undertake in planning for the conference is to email customers and send out a press release to the travel buyers.

Explain **four** benefits of using a database to support email communications. **[4 x 2 = 8]**
[Total: 20]

3 The preparations for the conference require a lot of planning in Travel Wide and meetings with the Institute of Tourism and Travel Management (Asia Pacific).

(a) Explain **five** ways of ensuring that the meetings between Travel Wide and the Institute of Tourism and Travel Management are successful. **[5 x 2 = 10]**

(b) Travel Wide and the Institute of Tourism and Travel Management will join together for the conference.

Explain **five** potential barriers to communication that could arise when two different organisations work together. Suggest how **each** barrier could be overcome.

[5 x 2 = 10]

[Total: 20]

4 The timing of communications for the launch of the ECRT programme is very important and so the use of technology is being considered.

(a) Explain how the following technology could be used to support the launch of the ECRT programme internally and externally and give **two** advantages for **each**.

(i) Intranet for employee communication [5]

(ii) Extranet for communication with travel buyers [5]

(b) You need some assistance in preparing for the conference and you have asked your line manager for temporary administrative support. This has been agreed and you will undertake the interviews yourself.

Prepare **five** guidance points that you should follow for your interview to be a success.

[5 x 2 = 10]

[Total = 20]

5 During the conference a range of visual presentations will be given to show how rates of emissions might change over time.

(a) The information on the change in emissions could be presented as a graph. Suggest the best type of graph for use as a visual aid. Provide **one** advantage and **one** disadvantage of this graph. [5]

(b) Planning for the conference requires managing a lot of complex timelines.

Explain the use of Gantt charts and how they can help in planning complex events such as conferences. [5]

(c) You will be expected to produce a monthly report in relation to your activities for planning and preparing for the conference.

Identify the report structure and briefly explain what the content of your report might include.

[10]

[Total: 20]