



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

EFFECTIVE BUSINESS COMMUNICATION

5172/01

Core Module

May 2010

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 following case study is fictitious.)

Business Education and Training Company Ltd.

The Business Education and Training Company Ltd distributes DVD business training courses in English. The courses offered cover a range of topics from management styles to computer courses including online learning, basic business studies and English language courses. The Managing Director is Tony Smith. The company has always taken a global view, winning industry awards for exports in the 1990s. Initially this success was concentrated in English-speaking countries or areas where English television was popular such as Scandinavia and Holland. 5

In 2008, they set up distribution outlets in Hong Kong, Singapore and Malaysia. Tony Smith and the Board of Directors have now decided to expand into China. The two options which the company have are to set up their own distribution business, or appoint a Chinese distributor.

The company found it difficult to find a suitable distributor in China until Tony Smith was put in touch with a management team with a reputable background in the distribution of goods and services. The Beijing Management Company was founded by three Chinese nationals who were former employees of a US company. 10

“It is very much a marketplace where online learning has huge potential,” he says. “For example, mobile TV, via a mobile telephone, is much bigger in Beijing or Shanghai than it is here in the UK.” Both companies are based on a functional organisational structure. The departments are Human Resources and Training, Marketing, Finance and Administration and Distribution. Each department is overseen by an executive who has a seat on the Board of Directors. The company has an open management style. The Board of Directors has the following members: 15

In London: Tony Smith, MD; Keith Allen, Finance Director; Suzanne Shaw, Marketing Director 20
In Beijing: Chui Phi-ling, MD; Jun Shan, Finance Director; Hao Zhuo, Marketing Director

Tony Smith and Chui Phi-ling have been in discussions as they are both concerned that communications with all stakeholders may be affected due to the rapid growth of the business. The Training Manager in Beijing has resigned due to family problems and is moving back to the US. The vacancy has not been filled and this is also a concern. 25

You are the Personal Assistant to Chui Phi-ling, the Managing Director in Beijing. You completed your business qualifications in the UK and specialised in Communications. Your job description includes working with the Human Resources department to improve their recruitment and selection procedures. A major part of your role is to support Chui Phi-ling with the improvements he wishes to introduce for both internal and external communications. You also take the minutes for the Board of Directors meetings. 30

You must attempt ALL of the following tasks.

Where appropriate use information from the case study to support your answer.

- 1 Chui Phi-ling and Tony Smith are concerned about the effect poor internal communications would have on the business.
- (a) Explain **four** main causes and consequences of poor internal communications. [4 x 2 = 8]
- (b) Describe **four** two-way methods of communication which could be used within the company. [4 x 2 = 8]
- (c) Explain the importance of communication within a business. [4]
- [Total: 20]
- 2 You have been asked to help to contact new customers.
- (a) Write a letter, which can be sent by either post or email, to prospective customers in Beijing introducing the new business and the benefits of the products. You may add any relevant details. [8]
- (b) Explain to Chui Phi-ling the benefits of the following types of communication which could be used to contact prospective customers.
- (i) Electronic mail
- (ii) Website
- (iii) Presentations
- (iv) Press releases
- (v) TV/video conferencing [5 x 2 = 10]
- (c) Tony Smith is concerned about the security and the need to protect the data on the computer systems. List **two** security measures required. [2 x 1 = 2]
- [Total: 20]
- 3 The London based head office needs to appoint a new member for the Board of Directors due to a recent resignation. Chui Phi-ling and you have been asked to attend a meeting in London.
- (a) Tony Smith has asked you to organise the meeting. Explain **five** characteristics (success criteria) of a successful meeting. [5 x 2 = 10]
- (b) A new Board member has been selected and another meeting has been arranged. Describe **five** factors which may influence the success of the meeting. [5 x 2 = 10]
- [Total: 20]

- 4 The Training Manager in Beijing has resigned due to family problems. The job has been advertised and Chui Phi-ling has asked you to organise the interviews which are to take place in three weeks' time.
- (a) Explain the stages necessary to prepare for the recruitment interviews. **[5 x 2 = 10]**
- (b) Describe the purpose of **three** different types of interview which may be carried out by the Human Resources Department. **[3 x 2 = 6]**
- (c) During employment interviews, a variety of questions will be asked. Describe **two** types of question that may be asked during the interview. **[2 x 2 = 4]**
[Total: 20]
- 5 You have been asked to co-ordinate the analysis of sales from each country that distributes Business Education and Training Ltd training materials. This information is to be included in a report for the next Board of Directors' meeting to be held in London in three weeks' time.
- (a) Describe **each** of the following **four** methods of data presentation.
- (i) Table
(ii) Bar Chart
(iii) Pie Chart
(iv) Line Graph **[4 x 2 = 8]**
- (b) Explain **three** ways a computer software package could improve the presentation of information in the report. **[3 x 2 = 6]**
- (c) You have been asked to include in the report the organisational structures of the other distribution outlets. Explain **three** uses of an organisation chart. **[3 x 2 = 6]**
[Total: 20]

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