

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

**EFFECTIVE BUSINESS COMMUNICATION**

**5162/01**

Core Module

May 2004

**2 hours 15 minutes**

Additional Materials: Answer Booklet/Paper  
Graph Paper

**READ THESE INSTRUCTIONS FIRST**

The time allocated for this examination includes 15 minutes reading time.  
Write your Centre number, candidate number and name on all the work you hand in.  
Write in dark blue or black pen on both sides of the paper.  
You may use a soft pencil for any diagrams, graphs, music 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 based on a real company, but the detail is fictitious].

### **Communiqué Public Relations Consultancy**

Communiqué is a public relations (PR) consultancy, which offers public relations advice and expertise to corporate customers. The company was developed in the late 1980s in the UK. The normal type of expertise which Communiqué offers is managing special events and sending out press releases. However, it has recently developed the additional specialist skill of public consultation. 5

As well as the PR and media relations expertise, the Communiqué team includes experts in planning, community liaison and local authority politics. As a direct result of this experience, knowledge and their strategic planning capabilities, the list of organisations using this consultancy includes major companies in retail development, house building, utilities, local authorities and information providers as well as consumer goods companies. 10

In addition to the core team, Communiqué brings together the skills of a network of specialist individuals and companies, each talented in their own professions. This ensures that its customers receive top-level advice in a range of areas. Communiqué provides specialist advice for organisations needing effective public relations. 15

The company is very flexible and runs simple consultation programmes, providing crisis management advice. They also devise major communications plans when required by their customers. The company consists of two joint Managing Directors, six Account Directors, ten Account Managers and twenty Account Executives. Often the company will recruit Account Executives from universities, but it recruits Account Managers from its competitors. Therefore, sometimes the competitors will steal some of Communiqué's staff, and this can lead to some internal problems. 20

Brian Tree is one of the Managing Directors, and is currently considering the number of new customers which Communiqué has gained over the past two years. The tables below detail these figures.

**Table 1 – New Customer Data 2002**

<b>2002 New Customers</b>	<b>Fee per year \$</b>
Carlton Breweries	10,000
Towers Group	2,000
Ng Industrial	13,000
Betts Group	20,000
Alpine Homes	13,000

**Table 2 – New Customer Data 2003**

<b>2003 New Customers</b>	<b>Fee per year \$</b>
Rushton Homes	2,000
Shani Manufacturers	25,000
Rowley Market	6,000
Coastal District Council	3,000
Tom's Groceries	10,000

Companies usually ask a number of PR consultancies to give a presentation to them before choosing the one PR consultancy which they will employ. 25

**You must attempt ALL of the following tasks.**

- 1 Brian Tree has asked you to prepare a paper which addresses the following issues, to be sent to two new Account Executives who have just been recruited from university.
- (a) State the effectiveness of using the following methods of communication within the organisation:
- (i) email to customers [3]
- (ii) telephone call to customers [3]
- (b) List **two** reasons why it is important that staff use the most appropriate methods of communication for **both** internal and external communications. [8]
- (c) Brian also wants to tell the new staff about the internal working practices within Communiqué. Identify and justify the most appropriate method(s) of communication he should use. Give reasons for your choice. [6]
- [Total: 20]**
- 2 Communiqué has been invited to give a presentation to a potential new customer who is a food manufacturer.
- (a) Write a letter from Brian Tree, accepting the invitation to give a presentation to the food manufacturer. You can create any details necessary. [8]
- (b) Write a memo from Brian Tree, telling the internal team that they will need to prepare a presentation for a potential new customer (the food manufacturer) to try to secure the new business. [8]
- (c) Explain **one** benefit of using text messages (SMS) and **one** benefit of using emails to communicate with internal staff when they are away from the office. [4]
- [Total: 20]**
- 3 Brian is very concerned that the presentation for the potential client is of a high quality and that the team is working effectively.
- (a) Identify which aspects of verbal and non verbal communication Brian and his team will need to consider when planning the presentation. [10]
- (b) Brian has decided to run weekly briefing meetings with all staff to encourage teamwork. Write a guide to help ensure that these meetings are successful. [10]
- [Total: 20]**

- 4 Communiqué is looking for a new Account Manager, and recruitment interviews have been arranged for the applicants.
- (a) Describe the type of interview structure which Brian is likely to use for these recruitment interviews. Explain why you have selected this structure. [10]
- (b) Identify **three** purposes of selection interviews. [6]
- (c) Briefly explain what is meant by open and closed questions. Give **one** example of each type of question which could be used at these interviews. [4]  
[Total: 20]
- 5 Brian is preparing the presentation and wants to show how much new business Communiqué has received during the last year.
- (a) Prepare the data in **Table 2** and present it as a bar chart for the **2003** new customers **only**. [8]
- (b) Explain the following types of visual aids which Brian could use to present the data:
- (i) pie chart
- (ii) line graph [8]
- (c) Explain how visual aids used during the presentation could be improved using technology. [4]  
[Total: 20]