



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

EFFECTIVE BUSINESS COMMUNICATION

5162/01

Core Module

May 2007

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 sides 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:

(This case study is fictitious.)

SIGMA ACCESSORIES (EXPORT) LTD

Sigma Accessories is a small to medium-sized company, which exports fashion accessories such as hats, bags and shoes from India into fashion outlets across the world. Sigma Accessories particularly specialises in accessories for children and teenagers. The company is quite new and is owned by two cousins, Jitinder and Gaurav Sawney.

Whilst studying for their degrees in the United Kingdom (UK), both cousins were involved in work placements, resulting in them discovering this excellent exporting opportunity. The cousins are now living back in India, after successful graduation from university, and the business is growing rapidly. In order to aid the continued growth of Sigma Accessories they have decided to open new offices in the UK giving access to Europe, and a small office in the United States of America (USA) giving access to USA, Canada and the Caribbean. These offices will manage some of the export sales and associated administration, but the main operations will continue in India. 5 10

In addition to this expansion, Sigma Accessories is setting up an Internet site. This will enable many of their customers to order via the Internet, which they hope will help the growth of their business even further. This development will be significant, and will require a small team of people to develop the Internet facility and also to develop a creative and innovative website to reflect the nature of the business. 15

In India, Sigma Accessories employs eighty staff:

- Five senior managers
 - Three buyers
 - Five buyers' assistants
 - Twenty administration staff
 - Forty-seven staff who work in the warehouse – receiving and despatching stock for distribution/export
- 20

The new internet business will only have office/administration staff because the despatch for exporting of goods will continue to be handled in India. 25

Jitinder and Gaurav are very concerned that they recruit the right people for the jobs in both the UK and the USA. In particular they will be looking for people who have excellent communication and computer skills, as these will be essential to the success of the organisation.

The aim is to open their new offices at the end of 2007, so they are now busily installing the Internet operations and recruiting new staff. They are also putting in place the necessary internal processes to enable effective communication between all staff in India, UK and US offices. 30

You work for Jitinder who is the Managing Director, and your work in particular includes administrative activities relating to the recruitment and management of staff, along with keeping staff up to date through a variety of communications activities. However, from time to time you also assist Gaurav, who is the Director with responsibility for Sales and Marketing. 35

You must attempt ALL of the following tasks.

1 Jitinder is very concerned that, with the growth and expansion of the business, good internal communications are maintained.

(a) Explain **four** reasons why it is important that Jitinder keeps the employees in his office in India up to date with the developments in Sigma Accessories (Export) Ltd. [8]

(b) Jitinder wants to communicate to the existing staff based in India his plans for the opening of offices in the UK and USA.

Taking into account the different groups of employees, suggest **three** methods of communication Jitinder could use to communicate the news effectively. [6]

(c) Gaurav is keen to start communicating to customers about the opening of the offices in the UK and the USA.

Suggest **three** effective methods of communication that Gaurav could use to communicate to the customers of Sigma Accessories (Export) Ltd the news of the opening of the offices. [6]
[Total 20]

2 Jitinder has arranged to go and meet one of his major customers in the UK to tell them about the opening of the new offices in the UK and USA, and how that will improve Sigma's service and support.

(a) Write a letter to the customer in the UK, confirming that Jitinder will be travelling to the UK to meet with them on the agreed date in order to discuss the opening of the office. You can create any necessary details. [12]

(b) Write a memo to Gaurav asking him to prepare a presentation for Jitinder to take with him on his UK visit, about the opening of the new offices in the UK and the USA and the improved services and support this will provide to customers. [8]
[Total 20]

3 (a) Jitinder has asked you to arrange a meeting in the office in India with the buyers, so that they can start to plan for the setting up of the new Internet operations.

Identify and explain **four** characteristics of a successful meeting. [8]

(b) Suggest **four** characteristics that will affect the group of buyers when they work together in a team to plan for the Internet operations. [8]

(c) Identify **two** forms of '**non-verbal**' communication and **two** forms of '**verbal**' communication that **should be avoided** if the meeting is going to be a success. [4]
[Total 20]

- 4 (a) Jitinder has asked you to set up recruitment interviews for the new Internet Team, which will be involved in the development of the new website for Sigma Accessories (Export) Ltd.

Identify **four** purposes of holding recruitment interviews for the new team. [4]

- (b) Explain the meaning of each of the following:

(i) Semi-structured interviews; [3]

(ii) Non-structured interviews. [3]

- (c) To help Jitinder with the interviews, write a set of guidelines on how to plan for interviews.

[10]

[Total 20]

- 5 (a) Gaurav wants to prepare an innovative and informative presentation for Jitinder to take to the UK with him.

Explain why the following types of visual aid will be helpful to customers in understanding information about sales and exports for Sigma Accessories (Export) Ltd:

(i) bar chart; [3]

(ii) pie chart; [3]

(iii) line graph. [3]

- (b) Jitinder has recognised that he will need to change the organisational structure of the business to include the new UK and US staff.

Explain why organisation charts are helpful in understanding organisational structures. [5]

- (c) Explain **three** ways in which Gaurav could use technology to improve the presentation he is preparing for Jitinder. [6]

[Total 20]