



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

EFFECTIVE BUSINESS COMMUNICATION

5162/01

Core Module

May 2008

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 and attempt ALL the tasks which follow.

(The following case study is fictitious.)

BOX CREATIVE HAIR AND BEAUTY SALONS

Box Hair and Beauty Salons is a chain of hair and beauty salons based in Asian city centres including Singapore, Hong Kong, Beijing, Shanghai and Kuala Lumpur. The salon has a reputation for styling the hair of the rich and famous from all over the world. It has a reputation for being fashionable, creative and expensive. The salons use the latest range of hair and beauty products.

The owner of the business is Richard Hung, a well-known celebrity himself, who has appeared on television shows relating to fashion. He is also the most notable stylist for international fashion shows in the Asia Pacific Region. 5

With the Olympic Games arriving in Beijing in 2008, Richard has identified a range of business opportunities. He intends offering hair and beauty services to the Olympic competitors, many of whom will be in Beijing for two to three months whilst preparing for and competing in the Games. 10

Richard has been invited to a specialist event to be held in one of the premier local hotels. The meeting is hosted by the local Olympics committee and includes a variety of Olympic officials from across the world who are visiting Beijing to explore the services available to the competitors.

During the event, Richard is to give a presentation about the salon, the organisational structure, how the business operates, the services it offers and an indication of why the services would be useful to the delegates. 15

In addition to this, Richard has also decided to invite some of the delegates to his main city centre salon so that they can see the salon and get a general feel for the experiences that the competitors might have. The salon is exclusive, with the latest designs and equipment. It is considered a very exciting place not only for clients but also for employees. 20

In order for this event to be successful, Richard is bringing together his team of key salon stylists, the premier stylists, to brief them on how he wishes the event to be managed, and how he expects them to behave. These are the top stylists, not just from Beijing, but also from the other salons in the chain. He is concerned that they create a good impression and that they show that they can work together as a team. He feels it is worth taking some of them to Beijing in order that training and briefing can be undertaken. 25

Richard is planning a set of staff development workshops on the importance of effective business communication, and how it is important in securing the contract for styling the Olympic athletes. The stylists will therefore be staying in Beijing for at least a month.

There will be four workshops over the period of one month, with one meeting per week, and attendance will be compulsory. You are Richard's personal assistant, and he has asked for your help in making the various arrangements for the team meetings and preparing his presentation to the Olympic professionals. 30

You must attempt ALL of the following tasks.

- 1 (a) Advise Richard on **four** ways in which he can use technology to enhance his visual presentation to the international Olympic officials. Give examples to support your answer. **[4 x 3 = 12]**
- (b) During his presentation, Richard is to provide an organisational chart to the Olympic officials.
Explain **four** key characteristics of an organisational chart. **[4 x 2 = 8]**
[Total: 20]
- 2 (a) Write a memo to the premier stylist team inviting them to the four workshops, to be held weekly, and explain why it is important that they attend. **[10]**
- (b) Advise Richard of **two** reasons why it is important that his workshops are based on the concept of 'two-way' communication. **[4]**
- (c) Richard wishes to communicate to the rest of the salons in the chain to keep them up to date with the opportunities presented by the visit from the Olympic officials.
Suggest **three** ways in which he could communicate with the salons using a variety of new technologies. **[3 x 2 = 6]**
[Total: 20]
- 3 (a) One of the reasons Richard is keen to hold the internal workshops is to promote good practice in verbal and non-verbal communication.
- (i) Explain what is meant by non-verbal communication. **[4]**
- (ii) Suggest **three** examples of why poor non-verbal communication may give negative messages to the Olympic officials during their visit. **[3 x 2 = 6]**
- (b) Explain **one** reason why the tone of voice of the employees is important to visitors of the hair salon. **[2]**
- (c) Identify and explain **four** difficulties Richard might face when communicating with his team members, some of whom are from different countries. **[4 x 2 = 8]**
[Total: 20]
- 4 (a) The premier stylists are not used to working with each other. During the workshops they must become a team and impress the Olympic officials.
Explain **four** ways in which the group could establish their own 'norms' of behaviour. **[4 x 2 = 8]**
- (b) Identify **three** factors that may affect group effectiveness in the premier stylist team. **[3 x 2 = 6]**
- (c) Identify and explain **three** types of informal and formal communication channels. **[3 x 2 = 6]**
[Total: 20]

- 5 (a) Richard thinks he will need to recruit additional salon assistants at the time of the Olympics in 2008.

Explain **three** reasons why it is important for Richard to hold formal interviews for these posts. **[3 x 2 = 6]**

- (b) Explain to Richard the following types of interviews, so he can decide which is the best approach to use when interviewing the salon assistants.

(i) Loose or semi-structured interviews **[4]**

(ii) Structured interviews **[4]**

- (c) Explain, using examples, the following types of interview questions likely to be used by Richard in the recruitment process.

(i) Open questions **[3]**

(ii) Closed questions **[3]**

[Total: 20]

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