

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge International Diploma Standard Level

MARK SCHEME for the May 2010 question paper
for the guidance of teachers

CAMBRIDGE INTERNATIONAL DIPLOMA IN BUSINESS
5162 Effective Business Communication, maximum mark 100

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1 Kim Lee is very concerned that, with a world wide business, internal communication is extremely important.

(a) Explain *four* reasons why good internal communication is so necessary for the KEL organisation. [4 × 2 = 8]

Answers should include:

Communication is necessary for a business to operate successfully;

Business needs to convey clear messages both within the organisation and to the outside business world;

Business need to receive and process information effectively;

Determining the needs of customers and responding to their needs.

2 marks per point – only 1 mark if not expanded

(b) Kim Lee wishes to contact all staff who work for KEL. Explain *three* appropriate two-way methods of internal communication. [3 × 2 = 6]

Team meetings;

Team briefings;

Seminars;

Videoconferencing;

Telephone;

Two-way communication. No marks given for one-way communication e.g. memos, reports, etc.

No marks given for interview.

One mark for each of the above plus 1 mark if expanded.

(c) KEL wants to notify their customers of the publication of the new catalogue. Explain *three* methods of external communication which would be most appropriate. [3 × 2 = 6]

Email or Fax;

Letter, press release or direct mail;

Website;

Telephone calls;

Face-to-Face;

Adverts or flyers.

1 mark for identification 2 marks if expanded

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- 2 (a) Write a letter to Sunita Patel inviting her to join the interview panel in Hong Kong. Include all relevant details. [12]

6 marks for content in a standard layout
6 marks for layout:

Logo;
Full address of organisation;
Telephone numbers;
Fax number email address;
Recipient's address;
Reference;
Closure and signature;
Salutation.

Content of the letter should include all details of the arrangements including dates.

- (b) You have been asked to write an email to the Finance Department asking for an airline ticket (both outbound and return flight) to be purchased and sent to Sunita Patel. Include all details which will be required by the Finance Department. [8]

The email should include:
To Finance Department;
From – should be the student's name;
Date;
Subject;
Content – dates of flight to Hong Kong and return and to whom and where the ticket has to be sent;
Appropriate conclusion;
Signature.

4 marks for layout 4 marks for content.

- 3 Kim Lee has asked you to arrange a meeting for all the Heads of Department based in Hong Kong to discuss the draft copy of the 2012 Spring Catalogue.

- (a) Describe *four* characteristics of a successful meeting. [4 × 2 = 8]

Desired aims have been identified;
Members have an interest in end decisions;
Interests, action points are followed up;
Meeting takes place in a limited time scale;
Individual has assumed leadership or been elected.

2 marks for each point if elaborated.

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- (b) Describe *four* factors which influence group effectiveness. [4 × 2 = 8]

1 mark for identification and 1 mark for expansion

Size of group;
 Group culture;
 Relationships within the group;
 Group process;
 Clear expectation of group and individual roles;
 Physical barriers (but no additional mark for expansion).

- (c) List *four* difficulties with verbal communication within groups. [4]

Tone of voice, appropriate language used;
 Lack of physical contact;
 Lack of visual impact;
 Cultural and language differences;
 Timelines.

1 mark for identification 1 mark for expansion

- 4 (a) Identify *four* purposes of a performance appraisal interview. [4 × 1 = 4]

To assess the employees performance;
 Any staff development needs including staff motivation;
 May be linked to a pay rise;
 Review of the job description.

- (b) Describe *two* different types of question which could be used in both a performance appraisal interview and a recruitment interview. [2 × 3 = 6]

Open questions;
 Closed questions.

1 mark for identification
 1 mark for definition
 1 mark for example

- (c) Kim Lee is writing a set of guidelines for all the Heads of Department on how to carry out performance appraisal interviews. Explain *five* points which should be included in the guidelines to support both the appraisee and appraiser. [5 × 2 = 10]

1 mark per point and 1 point for expansion

Identify the aims and the purpose of the interview;
 Decide on the types of questions (open or closed);
 Determine how the two way flow of information should take place;
 Determine how the interviewer should set the tone for the interview;
 How to choose the location and time and collect all of the necessary information;
 The importance of listening carefully and recording relevant information;
 Setting of targets for the following year with deadline and review dates;
 How to make notes at critical times during the interview, and identify any forms that may need to be completed;
 Signing of documents by line manager and staff member.

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5 While in Hong Kong at the Head Office, Sunita Patel has been asked to give a presentation regarding the sales at the London Heathrow Store.

(a) Explain why *each* of the following types of visual aids will be helpful to Sunita Patel in her presentation to the Heads of Department.

(i) Pie charts [4]

Slices of pie; scale in use is circular, representing 360 degrees. Use of colour appropriate in a presentation

(ii) Line graphs [4]

Plotting of information; two sets of information in a line graph are plotted in relationship to one another, one set of data plotted vertically, one horizontally. Use of colour. Add 1 mark if candidate has drawn the graph as an example.

1 mark per points discussed in detail

(b) Sunita Patel has contacted you regarding the presentation. Give *three* examples of how technology can enhance the visual communication of Sunita Patel's presentation. [3 × 2 = 6]

1 mark for identification and 2 marks for description

PowerPoint;
Graphics package;
Multimedia – sound and motion;
Video clips.

(c) Due to the growth of the company, Kim Lee is considering reviewing the present organisational structure. Describe *three* reasons why companies use organisation charts to show the company structure. [3 × 2 = 6]

Levels of authority and responsibility within an organisation;
Lines of formal communication;
Status and role of employees.

1–2 marks a list of points with no explanation
3–5 marks a brief explanation of at least two of the above