



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

EFFECTIVE BUSINESS COMMUNICATION

5162/01

Core Module

May 2013

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 of the tasks which follow.
(This case study is fictitious.)

THE VALUE FASHION STORE

The Value Fashion Store (VFS) is an exciting, growing brand that provides customers with value-for-money fashion items. The company has an effective supply chain, bringing together suppliers and manufacturing companies in China, India, Turkey, Bangladesh and other countries, with retail stores in Ireland, the UK and other parts of Europe. The Head Office is based in Delhi, India.

The VFS works closely with the manufacturers and factories that produce its goods. It provides training for suppliers, manufacturers and its own buyers so that they understand ethical issues. The role of VFS buyers is important in helping to support ethical business practices. When selecting new manufacturers and suppliers, VFS has a selection process to decide if working conditions are appropriate or if improvements are necessary. 5

VFS's target customer is fashion-conscious and wants value for money. VFS can offer value for money by: 10

- making clothes with simpler designs
- using local materials
- focusing on the most popular sizes
- buying in bulk
- reducing advertising costs. 15

VFS's business growth comes from meeting these customer needs while continuing to increase the number of its stores and moving into new markets.

VFS has a traditional organisational structure with Banu Aslan as the Chief Executive. Banu built the company by borrowing money from family and friends. Since then VFS has become a public limited company as Banu needed to raise more finance to expand. 20

Banu has decided to start selling clothes using Egyptian cotton. To do this, Banu will have to recruit buyers based in Egypt. Because of the expansion of the company, he is concerned about communication with all stakeholders.

He wishes to set up a Skype session (an Internet based virtual meeting) with a number of manufacturers to discuss the use of Egyptian cotton. Banu will use this Skype meeting to hold a training session, to ensure that all ethical and administrative procedures are being followed. He is planning a presentation to show the company organisation chart and end of year accounts to the manufacturers. 25

You are the personal assistant to Banu. A personal letter will need to be sent to the manufacturers whom he wishes to join the Skype meeting on Thursday 13 June at 10am (GMT). The meeting will last for 4 hours with a 30 minute break at midday. An agenda will also be enclosed. One of your duties is to maintain the manufacturers' database. The first manufacturer on the database is Adam Smith who is based in Dhāka, Bangladesh. Banu has reminded you that he will need to know if the manufacturer is able to join the Skype meeting. 30
35

You must attempt ALL of the following tasks.

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

- 1 Banu is concerned that, as the company grows, business communication must be maintained.
- (a) Identify **three** reasons why communication is so necessary in business. [3 x 2 = 6]
- (b) Suggest **four** reasons why it is important for VFS to communicate with all of its stakeholders. [4 x 2 = 8]
- (c) When they sell the fashion items, the sales assistants use a combination of questioning techniques. Explain what is meant by the following types of question and give an example of each type:
- (i) open question [3]
- (ii) closed question [3]
- [Total: 20]**
- 2 Banu has now completed all the preparations for the Skype meeting.
- (a) Write a letter to the chosen manufacturer, Adam Smith, asking them to take part in the Skype meeting. Use information from the case study and create any other necessary details. [12]
- (b) This will be the first time that the company has used Skype for a meeting.
- (i) List **three** advantages of Skype. [3]
- (ii) List **three** disadvantages of Skype. [3]
- (c) Identify **two** security measures which may be needed while using Skype. [2 x 1 = 2]
- [Total: 20]**
- 3 During the Skype meeting, the manufacturers will work in groups when planning the use of Egyptian cotton.
- (a) Give **three** reasons why groups are formed in business organisations. [3 x 1 = 3]
- (b) Suggest **four** factors that may affect how the manufacturers work together as a team when they are planning the use of Egyptian cotton. [4 x 2 = 8]
- (c) List **three** types of business meeting. [3 x 1 = 3]
- (d) Identify **three** forms of non-verbal communication and **three** forms of verbal communication that should be **avoided** if the Skype meeting is going to be a success. [6 x 1 = 6]
- [Total: 20]**

- 4 There has been considerable interest in the recruitment advertisement for buyers in Egypt.
- (a) Identify **four** purposes of holding selection interviews for the new team of buyers. [4 x 1 = 4]
- (b) Explain the meaning of each of the following:
- (i) Semi-structured interviews [3]
- (ii) Non-structured interviews [3]
- (c) Write a set of selection guidelines to help with the recruitment of the new buyers in Egypt. [10]
- [Total: 20]**
- 5 Banu is now preparing for the training session and presentation for the Skype meeting.
- (a) Explain why organisation charts help stakeholders to understand organisational structures. [5]
- (b) Explain the purpose and benefit of using a flow chart to show the manufacturers how the company's administrative procedures work. [5]
- (c) Explain **two** ways in which multimedia aids would improve the presentation. [2 x 2 = 4]
- (d) List **six** headings found in a formal report. [6 x 1 = 6]
- [Total: 20]**