



**EFFECTIVE BUSINESS COMMUNICATION**

5162/01

Core Module

May 2012

**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 Song and Wu Partnership**

Song and Wu are a partnership which exports fashion accessories such as hats, bags and shoes from China into fashion outlets across the world. Song and Wu particularly specialise in accessories for teenagers. They have a website and use this for marketing the goods and email to contact their customers and suppliers. Song and Wu met at university whilst studying a Business and IT degree and formed the partnership three years ago whilst completing their final year. They were able to apply for a business loan which they have now repaid in full. 5

Song and Wu are pleased with their 2011 end of year profits and realise that their partnership is a success due to their business expertise and friendship. The demand for their goods is increasing and they realise that they are going to have to expand the business and raise capital to buy larger premises, with an additional depot in Hong Kong. There will be a need for more computers and an intranet to keep in touch with all staff. 10

With this expansion, another 50 staff will have to be employed. To do this they have decided to break up the partnership and form a private limited company. The reason behind this is to raise more capital by creating shares which they can sell to friends and family. They are fully aware of the procedures involved in creating the limited company and have decided the following: 15

- Wu to become Managing Director and Chairperson;
- Song to become the Company Secretary;
- Song and Wu to each own 35% of the shares and the remaining 30% to be split between the other shareholders.

With the expansion of the company, Song and Wu are concerned that communication, both internal and external, will be very important. This will affect not only the existing staff, but also the newly appointed staff, shareholders, suppliers and customers. 20

Currently the company has 9 staff:

Warehouse	3	
Administration	3	25
Delivery Driver	1	
Receptionist	1	
Office Cleaner	1	

Song oversees all the financial matters including the yearly accounts.

Wu oversees all the human resource and marketing matters in the company. 30

As the company is growing Song and Wu are considering advertising for an accountant who can also complete the payroll. They are also aware that they will need to complete an organisation chart for the company. Song has decided to hold the first Shareholders' Meeting on Monday 3 December at The Ritz-Carlton Hotel, Beijing. The meeting will start at 2pm with refreshments. All the present staff will be invited as they all own 3 shares each. 35

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

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

- 1 Song and Wu prefer to use two-way communication where possible. With the expansion of the organisation, stakeholders are going to have a number of questions.
- (a) Describe the following methods of communication which Song and Wu could use when communicating the changes to the organisation to all of its stakeholders. Give **one** benefit of **each** method.
- (i) video conferencing
  - (ii) telephone conferencing
  - (iii) seminars
  - (iv) team briefing [4 x 3 = 12]
- (b) Identify **two** advantages of using electronic forms of communication when communicating with staff in different locations. [2 x 2 = 4]
- (c) Describe **two** factors which help to evaluate the effectiveness of business communication. [2 x 2 = 4]
- [Total: 20]**
- 2 Song is now arranging the details for the Shareholders' Meeting which is going to be held in Beijing.
- (a) Using the information in the case study, and any additional details which you feel are necessary, write a letter to the shareholders inviting them to attend the meeting. [12]
- (b) Write an email from Song to Wu asking him to prepare a presentation for the Shareholders' Meeting. Remind him that the presentation will need to include the organisation chart and the financial information regarding end of year sales and profit. [8]
- [Total: 20]**
- 3 (a) Wu is preparing the presentation for the Shareholders' Meeting. Describe **two** factors that Wu will need to consider for **each** of the following:
- (i) verbal communication [2 x 2 = 4]
  - (ii) non-verbal communication [2 x 2 = 4]
- (b) Wu realises that team work will be essential for the organisation to work effectively.
- Explain how **each** of the following affects teamworking relationships:
- (i) relationships within the group [4]
  - (ii) size of the group [4]
  - (iii) group culture [4]
- [Total: 20]**

4 The advertisement has been placed with a job agency for the recruitment of an accountant. The agency has short listed a number of suitable candidates. Song and Wu will be the interview panel.

(a) Explain what Song and Wu will need to plan for this interview. [10]

(b) Give an example of the following types of question:

(i) open

(ii) closed

(iii) scenario or hypothesising

(iv) leading [4 x 2 = 8]

(c) Song and Wu will have to implement performance appraisal reviews for all staff. Briefly describe what is meant by a performance appraisal review. [2]

[Total: 20]

5 Wu needs to prepare his financial reports for the Shareholders' Meeting.

(a) Describe **three** graphical visual aids which Wu could use in his presentation. Give **one** advantage and **one** disadvantage of **each** type of visual aid. [3 x 3 = 9]

(b) Song has to design the organisation chart for the Shareholders' Meeting. Describe **three** reasons why companies use organisation charts to show the company's structure. [3 x 2 = 6]

(c) As the Company Secretary, Song has to prepare a formal report for the Shareholders' Meeting. List **five** main headings found in a formal report. [5 x 1 = 5]

[Total: 20]