

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

EFFECTIVE BUSINESS COMMUNICATION

5162/01

Core Module

October 2004

2 hours 15 minutes

Additional Materials: Answer Booklet/Paper
Graph Paper

READ THESE INSTRUCTIONS FIRST

The time allocated for this examination includes 15 minutes reading time.
Write your Centre number, candidate number and name on all the work you hand in.
Write in dark blue or black pen on both sides of the paper.
You may use a soft pencil for any diagrams, graphs, music 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 the tasks which follow.

[The following case study is based on a real company but some information is fictitious].

BP Plc

BP Plc, one of the world's largest energy groups, discovers and produces crude oils and natural gas: BP refines, markets, supplies and transports the oil and natural gas. The company also manufactures and markets petrochemicals. A global operation with around 107,000 employees, it has markets in Europe, North and South America, Australasia and Africa.

The traditional activities mentioned above, plus a growing business in gas, power and solar energy generation, has led to profits of many billion dollars¹ in the past few years. Key to BP's commercial success is a commitment to health, safety and environmental protection and to constructive social involvement. 5

No-one could have predicted recent political and social events, and very few expected the economic recession that ended a long period of growth in the USA. In the oil sector, prices were 15% down against the levels seen in the previous year. 10

However, BP is a company which is always looking for innovative ways to optimise technology. Importantly, it uses the diverse skills, ideas and energy of the people employed by the company. People make BP special. Opportunities exist for around 75 to 100 graduates to specialise in the different areas of the business including geoscience, engineering, (including drilling, control and electrical), human resources or health, safety and environmental management. Therefore for 2004 BP has graduate vacancies in a range of areas which are illustrated in Table 1. 15

Table 1 – BP Graduate vacancies for 2004

Function or Department	Number of vacancies for 2004
Engineering	23
Logistics	10
Purchasing	11
Sales	21
Human Resources	10
Marketing	15
Retailing	10

BP's commercial early development programme for graduate employees provides experience in different functions, including commercial analysis, business analysis, trading and marketing.

The organisation seeks people who are willing to learn and apply their knowledge, people with drive and enthusiasm, who can think creatively and work well with others. BP regularly visits a number of international universities to try to recruit the best people and often the company is invited by career specialists to have a stand at national or international careers events. This means that the company has to show its professionalism by giving effective presentations about the company and having good promotional literature to give out at careers events. 20 25

BP's approach to training is tailored to individual needs. However, all early development programmes include early responsibility in demanding roles, an induction programme to introduce new employees to the breadth of BP's work, and networking with other recent recruits. BP offers training in wide-ranging business and technical skills, which are transferable across the Group.

¹ US dollars

You must attempt ALL of the following tasks.

- 1 You work for BP and are involved in the recruitment of new graduates in your country.
- (a) Give **four** reasons why it is important that the external communications to potential recruits are effective. [4 x 2]
- (b) Suggest the best method of communication which should be used for the following situations. Give a brief reason to support each answer.
- (i) BP wants to let all potential graduate applicants know the closing date for 2004 applications to BP. [12]
- (ii) You want to invite 40 applicants for an interview. [12]
- (iii) You need to find out more information about a number of universities which you are going to visit on behalf of BP for recruitment purposes. [12]
- [Total: 20]**
- 2 You have decided to advertise the graduate vacancies in the national press.
- (a) Write a memo to BP's Human Resource Director, explaining that it will be necessary to advertise in the national press for graduate positions. [8]
- (b) The company has received 150 applications for the 15 marketing vacancies and has decided to short-list 40 people for interview. Write a letter inviting one of the shortlisted candidates for interview. You can create any details that you think are necessary. [12]
- [Total: 20]**
- 3 You have arranged to go into ten top universities to give a presentation about BP to help recruit graduates.
- (a) Identify what factors you will need to consider when planning the presentation in terms of verbal and non-verbal communication. [8]
- (b) One of the methods of shortlisting applicants will be by evaluating how they work in groups. Explain how the following can have an impact on the effectiveness of the working relationship of the staff:
- (i) size of the group [2]
- (ii) group culture [2]
- (iii) relationships within the group [2]
- (c) You realise that you will need to get further information about exactly what type of people BP is looking for. Therefore, you have a meeting with BP's Human Resource Managers. Explain **three** points you will need to prepare for such a meeting. [6]
- [Total: 20]**

- 4 You have now invited 40 applicants to BP for a recruitment interview.
- (a) Explain **four** purposes of this type of interview. [4]
 - (b) Explain what you will need to prepare for these interviews. [8]
 - (c) Briefly explain open and closed questions which could be used at these interviews and give **one** example for **each**. [8]
- [Total: 20]**
- 5 As part of the presentation which you will be giving in universities, you need to present the data about the opportunities available within BP.
- (a) Present the data in **Table 1** as a bar chart to be included within the presentation. [10]
 - (b) Identify and explain **three** different types of visual aids you could use to present this data instead of using a bar chart. [10]
- [Total: 20]**