

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

EFFECTIVE BUSINESS COMMUNICATION

5162/01

Core Module

October 2005

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.
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 the tasks which follow.

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

Interflower Worldwide Flower Deliveries

Interflower is a non-profit making Trade Association owned by its members who are independent flower retailers (florists) located throughout the world. The aims of the Interflower organisation are given in the mission statement:

“Our mission is to ensure that Interflower will always be the consumer’s first choice for flowers and appropriate gifts. This means: recognising and responding to our customers’ changing needs; providing a seamless service to our customers; leading our industry in innovation and design; continual improvement in quality, service, processes and costs and enabling our employees and associates to give their best.” 5

The Interflower organisation consists of 58,000 florists worldwide, who deliver flowers in 146 countries – each and every one maintaining the strict standards that Interflower demands. From China to Russia, the USA to Europe, Interflower is able to deliver ‘an expression of your thoughts through the most beautiful flowers imaginable’. 10

The wide product range includes bouquets, hand-tied flowers, planted arrangements, floral arrangements, cut flowers, and unusual/ tailor-made floral gifts. Customers purchase their products for a variety of special occasions such as tokens of affection, sympathy tributes, birthdays, new births, anniversaries and many others. However, in some parts of the world the business is seasonal with high sales around particular occasions such as Christmas, St. Valentine’s Day and other religious or national festivals. 15

A customer selects and pays for a flower order in one of the participating florists who is a member of Interflower. This can be completed either in the shop, over the telephone or via the Interflower website. The order is then communicated electronically to the nearest convenient Interflower member who then makes it up and delivers it to the destination required by the customer (which may be to any place in the world). Interflower uses only florists that meet certain standards such as good shop image, qualified staff, good variety and quality of stocks. 20

The changing social environment has had an impact on the core customers for this service and Interflower are determined to target a younger audience for their products and services as part of their on-going growth strategy. However, in the light of the changing technological environment, they are also planning to develop more business by retaining and building loyalty with their existing customers. The worldwide sales for the past year are as follows: 25

Table 1 – Worldwide Sales of Flowers for 2004 for Interflower Members

Products	Quarter 1 \$ millions¹	Quarter 2 \$ millions	Quarter 3 \$ millions	Quarter 4 \$ millions
Hand-tied flowers	134	111	109	105
Flower Arrangements	135	118	102	89
Plants	90	72	74	58

¹ The dollar referred to in this text is the US Dollar [US\$]

You must attempt ALL of the following tasks.

- 1 You work for Interflower. The most appropriate methods of communication are essential for the success of Interflower business.
- (a) State what factors must be considered when choosing the most appropriate method of communication for both **internal staff** and **external customers**. [8]
- (b) You are planning internal and external communications to address a number of problems currently facing Interflower. Identify, with reasons, the most appropriate method of communication for the following situations:
- (i) to discuss the problems of low staff morale [3]
- (ii) to promote a new range of flowers to potential new customers [3]
- (iii) to invite staff to apply for promotion [3]
- (iv) to promote a new loyalty club for existing customers. [3]
- [Total: 20]**
- 2 A new competitor has just launched its international floristry business and you are worried that the sales for Christmas will decline.
- (a) Write a letter to your past customers telling them about Interflower's products available for Christmas orders. You should try to ensure that the customer will respond to this letter. You may 'create' any details. [14]
- (b) Explain **three** advantages of an Internet site for the promotion of the Interflower products. [6]
- [Total: 20]**
- 3 You have arranged to give a presentation to the Managing Director of Interflower about your suggestions for developing a customer loyalty club.
- (a) Identify what factors you will need to consider when planning the presentation in terms of verbal and non-verbal communication. [10]
- (b) You know that effective groupwork within Interflower is important for the development of good customer care. Explain how the following can have an impact on the effectiveness of the working relationships of staff.
- (i) Relationships within the group
- (ii) Size of the group
- (iii) Group culture [10]
- [Total: 20]**

4 You are planning to recruit a new market analyst and have received a number of suitable applications. You now intend to interview these applicants.

(a) Explain what you will need to plan for this type of recruitment/selection interview. [12]

(b) Identify **two types** of questions which you should use, and give **one** example of **each** type of question. [8]

[Total: 20]

5 You know that you need to prepare data in order to analyse the declining worldwide sales figures.

(a) Describe **three** types of graphical visual aids which you could use to do this. [6]

(b) Prepare the data in **Table 1** and present it as a **bar chart** for the four quarters. [10]

(c) Give **two** examples which illustrate how technology can improve visual communications within business. [4]

[Total: 20]