

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

EFFECTIVE BUSINESS COMMUNICATION

5162/01

Core Module

October 2006

**2 hours
plus 15 minutes reading time**

Additional Materials: Answer Booklet/Paper
Graph 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 the tasks which follow.

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

New International Financial Qualifications

On 2 January 2007, the Institute of Banking Education will become the first awarding body to announce its new international qualifications for financial and mortgage advisers.

This means that the new qualifications, the Certificate for Financial Advisers and the Certificate in Mortgage Advice and Practice, have been approved by the Qualifications and Curriculum Authority (QCA) in the country where the Institute is based. Qualifications are the Institute's products and these two new products will be strongly marketed across the world. The targets are detailed in Table 1. 5

Table 1 – Worldwide Targets for New Qualifications

	Certificate for Financial Advisers	Certificate in Mortgage Advice and Practice
<i>Year</i>	<i>Target number of students registered</i>	<i>Target number of students registered</i>
2007	1,000	560
2008	2,500	1,500
2009	5,000	3,500
2010	8,000	5,000

Registration for the new qualifications will be taken from January 2007 onwards, with the first examinations being offered in September 2007. In addition to extending the content of the qualifications, three important new features have been introduced: 10

- similar student entry criteria for paper 2 on both qualifications
- if a student fails a unit within the qualification, only the failed unit needs to be re-taken, not the whole qualification
- innovative new tests for all modules.

All these tests will be offered via a comprehensive network of centres. 15

The Institute of Banking Education is working with publishers to provide support for test preparation. This will ensure that the Institute's qualifications will be available to schools and students online by the start of the academic year. This allows the Institute to become truly global and to target students in Asia and other parts of the world more effectively.

The Institute of Banking Education has been established for over fifty years and aims to diversify and launch at least one new product (qualification) every two years. The banking and mortgage sector is a growing one as economic globalisation has increased through the movement of people across national borders. 20

You must attempt ALL of the following tasks.

- 1 You have just joined the Institute of Banking Education as a junior administrative assistant. You have been asked to give your opinion about the best way to communicate the launch of the new qualifications to internal staff and to potential students.
- (a) Explain why it is important for internal communications to be effective. [8]
- (b) Suggest the best method of communication which should be used for the following situations. Give a brief reason to support each answer.
- (i) A large college in Sri Lanka has just emailed an enquiry about the new qualifications. [4]
- (ii) The Institute of Banking Education wants to get a good article printed about the new qualifications in an international daily business newspaper. [4]
- (iii) As a new administrative assistant, you need to find out more information about the new qualifications. [4]
- [Total: 20]**
- 2 You have been asked to undertake two communications issues.
- (a) Write a promotional letter to potential students who have previously contacted the Institute of Banking Education, telling them about the two new qualifications and the website. You can 'create' any details that you think are necessary. [10]
- (b) Write a memo for the internal staff about the launch and targets, given in Table 1, for the two new qualifications. You can 'create' any details you think are necessary. [10]
- [Total: 20]**
- 3 Dr Butcher, the Education Director at the Institute, has set up an internal staff group to investigate negative attitudes that some of the staff have towards the new qualifications and the targets set.
- (a) Identify, with reasons, **two** methods of communication which Dr Butcher could use to discuss this issue with the staff group. [4]
- (b) Dr Butcher has decided to run weekly briefing meetings with staff to monitor the situation. Write a guide to help ensure that these meetings are successful. [10]
- (c) Dr Butcher decides to give a presentation to inform the staff about the two new qualifications and the website. Identify **three** verbal (oral) issues and **three** non-verbal issues that Dr Butcher will need to consider when planning the presentation. [6]
- [Total: 20]**

- 4 Dr Butcher needs a new Publicity Manager for the new products. He decides to recruit internally and has received four suitable applications from members of staff seeking promotion for the post. He is now planning to interview these applicants.
- (a) Explain what Dr Butcher will need to plan for this type of staff promotion interview. [12]
- (b) After three months Dr Butcher will undertake a performance appraisal review with the successful candidate. Explain the purpose of a performance appraisal review. [8]
[Total: 20]
- 5 You have been asked to prepare an information pack for students enquiring about the new qualifications. You need to include the target recruitment figures within the pack.
- (a) Prepare the data in Table 1 and present it as a line graph. [10]
- (b) Explain the following types of visual aid which you could use to present the data:
- (i) table; [3]
- (ii) line graph. [3]
- (c) Explain **one** advantage and **one** disadvantage of using a slide-based presentation to show the target data to potential students. [4]
[Total: 20]

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