



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

EFFECTIVE BUSINESS COMMUNICATION

5162/01

Core Module

October 2007

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 the tasks which follow:

(This case study is based on a real company but some aspects are fictitious.)

GEORGE'S DINER

George's Diner was first opened in 1965. It was one of the first American casual dining chains, which offered a unique dining experience which has become a favourite pastime for millions of people worldwide. The first George's Diner was located in New York City and featured red and white stripes, a blue exterior and its name, 'George's Diner'. The decor was very basic, with wooden floors and tables, and lights made out of coloured glass. 5

George's Diner was an exciting place to be; the staff were young, enthusiastic and very energetic. In fact good communication skills were essential for success when they were interviewed for a job at the Diner.

By 1972 the restaurant was becoming increasingly popular and famous. By 1975, there were ten George's Diner restaurants in eight US states. Today there are more than 750 restaurants in 49 US states and 54 countries! 10

In 2005 the George's Diner brand celebrated its 40th birthday, becoming the first national casual dining chain to reach such an anniversary. The many different types of guests that have visited over time have changed, and so has the nature of the George's Diner brand.

The restaurants have all been modernised externally and internally, taking on a more oriental image, to reflect its international coverage. The restaurants in each country have the same corporate identity and look similar inside. 15

The management, who are responsible for running George's Diner, try very hard to ensure that there is an encouraging environment in which employees have the opportunity to do their best, both on an individual and a team basis. They aim to communicate effectively with all staff, individually and through team meetings. They also aim to train all staff to communicate effectively both internally and externally, with colleagues and customers. 20

In 1990, for the first time in the history of the George's Diner concept, network media was used to support the international marketing efforts of the company. From 1990-1993, network radio programming was a channel through which George's Diner was able to increase sales and get new customers. In January 1994, George's Diner used local radio and outdoor advertisements, print placement and national and local promotions. They also gained a lot of television coverage as a result of various TV programmes relating to its popularity and growth worldwide. 25

In 2007 the growth in innovative technology continues to influence the way George's Diner communicates with its customers, to promote the benefits of choosing 'George's Diner' as the best place to eat and have fun at the same time! 30

You must attempt ALL of the following tasks.

1 The staff working at George's Diner, wherever they are in the world, are known for being youthful, energetic and good communicators.

(a) Suggest **four** reasons why it is important to communicate effectively with customers in George's Diner. **[8]**

(b) When taking orders, the waiters and waitresses use a combination of open and closed questions.

Explain the differences between the **two** types of questions and provide **one** example for **each** question type. **[6]**

(c) George's Diner is keen to involve their employees and allow them to do their best.

Suggest **three** methods of two-way communication which the managers of local George's Diners could use to involve their staff, exchange ideas and keep them up-to-date with changes. **[6]**

[Total: 20]

2 George's Diner is keen to train its staff to work to the best of their ability. It has arranged for an external training company to come to George's Diner to undertake an 'effective business communications' training programme for the bar staff.

(a) Write a letter to the training company. Confirm the arrangements for the training programme which will take place for two days next week. Create all necessary details. **[12]**

(b) Write a memo to the bar staff in a local George's Diner restaurant, confirming that their training programme in 'effective business communications' will take place next week. Create any necessary details. **[8]**

[Total: 20]

3 Group work is essential in a restaurant like George's Diner, as everyone has to work efficiently and effectively together in order to provide the best possible service to its customers.

(a) Identify and explain **three** reasons why it is important for such groups to be formed in business organisations. **[12]**

(b) George's Diner has regular group meetings.

Suggest **four** common elements of a meeting which are relevant to any business organisation. **[8]**

[Total: 20]

4 George's Diner undertakes a range of external and internal interviews with potential and existing staff.

(a) Describe the following types of interviews:

(i) an appraisal interview; [3]

(ii) a disciplinary interview; [3]

(iii) an employment interview; [3]

(iv) a counselling interview. [3]

(b) Explain how to structure an employment interview for new waiters and waitresses, who will be interviewed for new positions at your local George's Diner. [8]

[Total: 20]

5 The restaurant manager of a local George's Diner is making a presentation to staff on sales of meals, drinks and beverages for the last quarter compared to the same quarter in the previous two years.

(a) Explain **one** advantage and **one** disadvantage of using the following graphical forms for presenting comparative data:

(i) a line graph; [4]

(ii) a bar chart; [4]

(iii) a table. [4]

(b) Explain the purpose and benefit of using a flow chart when training a group of staff in how to use the computerised tills within George's Diner. [4]

(c) Explain **two** ways in which multi-media aids can help organisations such as George's Diner to improve the presentation of its marketing information. [4]

[Total: 20]