

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge International Diploma Advanced Level

MARK SCHEME for the October 2010 question paper
for the guidance of teachers

CAMBRIDGE INTERNATIONAL DIPLOMA IN BUSINESS
5172 Effective Business Communication, maximum mark 100

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- 1 (a) Yip Pui-Yin has asked you for your ideas on improving internal communication. Explain *four* main consequences of poor communication within the organisation. [4 × 2 = 8]

The communication system is devalued.
 Sender may need to follow up transmission.
 Unable to access message due to incompatible technology.
 Inappropriate medium leads to inappropriate action.

2 marks for each point

- (b) Yip Pui-Yin is aware of the methods of internal communication. List *two* one-way methods and *two* two-way methods of business communication, stating *one* advantage for each method. [4 × 2 = 8]

One way – business reports, videos, CD/DVD, memos
 Two way – team meetings, briefings, telephone conferencing, workshops and joint consultations

1 mark for identification 1 mark for advantage

- (c) With the increase in the use of information and communications technology (ICT) within the office environment, list *two* benefits of ICT and *two* benefits of office automation. [4 × 1 = 4]

Benefits: automated analysis of data, speed, record keeping, accessibility of information, ability to interrogate databases and improved international communications.

[Total: 20]

- 2 (a) Write a memo to the Hong Kong Marketing Department asking them to a meeting regarding the plans they are preparing for the promotion of the new electric cars. Add any other information which is necessary. [8]

Layout of memo should include to, from, date, subject title, logo, signature (4 marks)

Purpose of meeting
 Date, time, room for the meeting
 What the participants are to bring with them (4 marks)
 Use of appropriate tone

- (b) Due to the global nature of the company, communication is a key factor in corresponding with other Audi dealerships.

- (i) Explain *three* benefits of using e-mail. [3 × 2 = 6]

Enabling 24 hour communication systems with both staff and customers
 Fast
 Able to check delivery
 Read receipt can be applied
 Able to reply
 No problems with time differences
 Allows free flow of information

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(ii) Explain *three* benefits of using the staff intranet. [3 × 2 = 6]

Staff intranet information accessible to all staff members when logged on both at work and from home.

Able to send large reports/forms/instructions of new procedures without cost and to the entire workforce

24 hour communication system – able to update staff immediately

[Total: 20]

3 The Marketing Department in both Hong Kong and Australia will have to work closely with the production team of the new electric cars in China.

(a) Describe *five* characteristics of virtual work groups (groups who mostly communicate by e-mail or the internet) which will affect the way that the marketing and production teams in each country work together. [5 × 2 = 10]

Factors affecting virtual groups:

Lack of physical contact

Lack of visual impact

Distance

Culture

Language

Coordination/integration of activities

2 marks for each characteristic identified

(b) In your role as Administrative Assistant to Yip Pui-Yin, you are responsible for arranging meetings. Explain *five* characteristics of a successful meeting. [5 × 2 = 10]

Aims and objectives outline

Having a purpose

Action points highlighted

Time constraint adhered to

Leadership provided

Chairperson, secretary

Provision and use of an agenda

Minutes: written record of matters discussed, with action points and decisions made

2 marks for each point identified

[Total: 20]

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- 4 (a) You have been asked to draw up a plan in preparation for the interviews for the new Marketing Manager. Identify what should be included in the plan and explain why. [8]

Plan date, time, and location and inform interview panel
 Decide on types of questions, open, closed, scenario etc
 Decide on discussion points
 Determine how the two-way flow of information should take place
 Determine how the interviewer should set the tone for the interview
 The importance of listening carefully and recoding relevant information
 How to make notes at critical times during the interview and identify any forms that may need to be completed
 How to follow up notes after the interview
 How to determine who to accept for the role and how to write acceptance and rejection letters appropriately

Level 1 demonstrates a limited knowledge and understanding (1–3 marks)
 Level 2 demonstrates a clearer understanding of the planning stages (4–5 marks)
 Level 3 demonstrates a full and detailed analysis of the stages (6–8 marks)

- (b) During the interview, a variety of questions will be asked. Describe *four* types of question that may be asked during the interview. [4 × 2 = 8]

A leading question – generally leads the interviewee in a particular direction.
 A hypothetical question – is where there is a scenario provided and the interviewee has to consider what to do if the scenario prevailed or became a live event.
 An open question – enables interviewees to open up and allows them maximum freedom to answer and respond to questions.
 A closed question – this type of question is used when the answer required is very specific.

2 marks for each method explained (8 marks)

- (c) Other than recruitment interviews describe *two* other types of business interview. [2 × 2 = 4]

Performance appraisal
 Discipline
 Termination
 Induction
 Counselling
 Consulting

[Total: 20]

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5 Your role also includes preparing presentations. You have been asked to become involved in the preparation of the sales information for this current year which has to be sent to the Frankfurt Head Office.

(a) Identify the *two* most appropriate visual charts for presenting sales information. Explain *one* advantage and *one* disadvantage of *each* type of chart. [2 × 5 = 10]

A **bar chart** is series of bars representing totals and amounts and can be used for comparing items using a common scale.

Advantages: it is easy to identify the variances through the use of bars within the graph. The bars can be identified through name or the use of a key. Possible use of three dimensions and colour to enhance visual impact

Disadvantages: limited visual impact if results are very close in value; limited number of bars per bar chart.

1 mark for identifying bar chart

2 marks for advantage

2 marks for disadvantage

A **pie chart** (or a circle graph) is a circular chart divided into sectors. A pie chart displays data as a percentage of the whole. Each pie section should have a label and percentage. A total data number should be included.

Advantages: Visually appealing. Shows percent of total for each category.

Disadvantages: limited to the amount of in-depth information that can be conveyed using a pie or circle chart.

1 mark for identifying pie chart

2 marks for advantage

2 marks for disadvantage

(b) Describe *two* software packages which could be used to aid the presentation. [2 × 2 = 4]

The use of spreadsheets to convert data in graphs/charts

The use of Access to present databases

The use of PowerPoint to present information graphically and electronically

The use of word processing for creating reports into which graphs and charts can be imported

Desk Top publishing

Students should be able to provide up to 2 marks from the above

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- (c) Yip Pui-Yin is very concerned regarding the security of confidential company information which is stored on computers and also sent over the internet. List *six* security measures which should be in place including any government laws which may need to be taken in account. **[6 × 1 = 6]**

Passwords to prevent hackers
Physical locks on doors
Screens not overlooked
Encryption
Data Protection legislation
Firewalls
Backup of stored information in case of fire or theft
Virus protection software

1 mark for each point identified = 6 marks

[Total: 20]