

CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge International Diploma Standard Level

MARK SCHEME for the October 2012 series

CAMBRIDGE INTERNATIONAL DIPLOMA IN BUSINESS

5162 Effective Business Communication, maximum mark 100

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Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

- Cambridge will not enter into discussions about these mark schemes.

Cambridge is publishing the mark schemes for the October 2012 series for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level components and some Ordinary Level components.

Page 2	Mark Scheme	Syllabus
	Cambridge International Diploma – October 2012	5162

1 With the opening of the new mine, Brian Jones is concerned that good internal and external communications are maintained.

(a) Explain four reasons why it is important that Brian Jones keeps all stakeholders up to date with the developments in South Africa. [4 x 2 = 8]

Communication is necessary for a business to operate successfully
 Business needs to convey clear messages both within the organisation and to the outside business world.
 Businesses need to receive and process information effectively
 Stakeholders are: Customers, shareholders, employees, management, suppliers, contractors, consultants, Government Bodies and Finance Institutions.
 Effective and efficient use of information

(b) Brian Jones wants to communicate with the mine workers in South Africa about the company's plans to open a new mine. Suggest three methods of communication that Brian Jones could use to communicate the news effectively. [3 x 2 = 6]

Meetings – a two way method of communication – can get feedback and answer any questions
 Seminars –
 Presentations
 Team meetings/briefings
 Use of the company website to send a message to all staff
 Letter – one way communication
 Email – one way communication
 Memo – one way communication
 Fax – one way communication
 Telephone/video conferencing – one way communication

Page 3	Mark Scheme	Syllabus
	Cambridge International Diploma – October 2012	5162

- (c) Brian Jones is aware that he will need to call a shareholders' meeting, as the company will need to raise money by selling shares on the stock exchange in order to finance the opening of the new mine.

Identify three forms of non-verbal communication and three forms of verbal communication that Brian Jones should use to ensure that the meeting is a success.

[6 x 1 = 6]

Non-verbal Communication

use of body language
 eye contact
 posture
 body movements
 hand gestures
 active listening

Verbal communication

act of expressing your thoughts with words
 spoken language
 tone, enunciation, pauses, loudness, emphasis, word choice, can all be used while speaking to enhance the spoken word.
 sign language

[Total: 20]

- 2 Brian Jones has called a meeting in Cape Town, South Africa to discuss the opening of the new mine.

- (a) Write a letter to Peter Wong confirming that Brian Jones and Silvia Chan will be travelling to South Africa to meet with a number of staff on the agreed date to discuss the opening of the new mine. You can create any necessary details. [12]

Layout of letter: Up to 6 marks

Letter heading – name of company and logo (1)
 Full address of organisation (1)
 Telephone, fax number, email address (1)
 Date and signature (1)
 Dear Peter or Mr Wong (1)
 Yours sincerely (1)

Content: Up to 6 marks

To achieve the 6 marks all the details of the itinerary must be included in the letter. The content should be written in good grammar with spelling and punctuation. Letter can be signed by either Brian Jones or candidate's own name.

Page 4	Mark Scheme	Syllabus
	Cambridge International Diploma – October 2012	5162

- (b) Write an email to Miss Petra Khan asking her to prepare a presentation for the meeting. The presentation will take place at 10.30 am. Remind her to include her findings regarding the survey of the mine. [8]

Email layout (4)

To, From, Date, Subject

Email Content (4)

Information included regarding the time of presentation and the content of presentation.

Email can be from either Brian Jones or candidate's own name.

[Total: 20]

3 Brian Jones has asked you to make preparations for the meeting in Cape Town.

- (a) Explain five characteristics of a successful meeting. [5 x 2 = 10]

Desired aims have been identified (2)

Members have an interest in end decisions (2)

Action points are followed up – minutes taken – secretary (minute taker) (2)

Meeting takes place in a limited time scale (2)

Chairperson appointed keeps order and manages the meeting (2)

An agenda is in place which is followed. (2)

- (b) Describe four factors which could influence group effectiveness of the employees when the new mine opens. [4 x 2 = 8]

Size of group must include effect of small and large number of members (2)

Group culture (2)

Relationships within the group (2)

Group process (2)

Clear expectation of group and individual roles (2)

- (c) List two reasons why groups are formed within the workplace. [2 x 1 = 2]

Sense of belonging

Common goals

Shared workplace

[Total: 20]

4 Peter Wong has to set up the recruitment interviews for the new mine workers.

- (a) Identify four purposes of holding recruitment interviews for the new mine employees. [4 x 1 = 4]

- To select the right candidate for the job.
- The candidate needs to have the skills and experience required for the job.
- The candidate will also need to fit into the team and the company.
- To obtain information about the applicant.
- To pass on information about the company and job to the interviewee.
- To clarify information – a two way process.

Page 5	Mark Scheme	Syllabus
	Cambridge International Diploma – October 2012	5162

- (b) Peter Wong has decided to update his guidelines on how to plan for recruitment interviews. Explain five characteristics of a successful recruitment interview.

[5 x 2 = 10]

Decide on interview panel, date of interview and room (2)

Short list candidates and contact (2)

Prepare questions – open, closed, scenario or hypothesising (2)

An interview is a two way process (2)

Notes need to be taken throughout the interview for referring to later for decision making (2)

Decision made on which applicant to be appointed / successful applicant contacted – rejection letters sent out (2)

Level 1 (1–3 marks)

Demonstrates a limited knowledge and understanding

Level 2 (4–7 marks)

Demonstrates a clearer understanding of the planning stages

Level 3 (8–10 marks)

Demonstrates a full and detailed analysis of the stages

- (c) Explain the meaning of each of the following:

(i) grievance interview

[2]

Grievances are concerns, problems or complaints that employees raise with their employer. There is no legally binding process that you and your employer must follow when raising or handling a grievance at work.

(ii) performance appraisal reviews

[2]

Performance Appraisal Reviews usually undertaken on a yearly basis the line manager reviews the employees' past performance, training undertaken, job description, skills used and current job role. Plans ahead for next year with targets set, training identified may be linked to a pay review.

(iii) disciplinary interviews

[2]

Employers use disciplinary procedures to tell employees that their performance or conduct isn't up to the expected standard and to encourage improvement. Can lead to instant dismissal for example for theft.

[Total: 20]

Page 6	Mark Scheme	Syllabus
	Cambridge International Diploma – October 2012	5162

5 Petra Khan is now preparing her presentation for the meeting. She will need to include a forecast of the predicted amount of silver to be mined over the next three years.

(a) Explain why the following types of visual aid will be helpful to Petra Khan during the presentation.

(i) bar chart [3]

Series of bars in a vertical or horizontal format representing totals or amounts of items being compared using a common scale
 Advantages
 Visually strong
 Can easily compare two or three data sets
 It shows exact quantities in real numbers, so you don't have to convert percentages into number as with pie charts. Thus, the information is much more distinct and obvious.

(ii) pie chart [3]

"slices of pie" scale in use is circular, representing 360 degrees
 Advantages
 Visually appealing
 Shows percent of total for each category
 They are an informative way to depict proportional statistical information and allow for easy comparisons.

(iii) line graph [3]

A line plot can be used as an initial record of discrete data values. The range determines a number line which is then plotted with X's for each data value
 Quick analysis of data
 Shows range, minimum & maximum, gaps & clusters, and outliers easily
 Exact values retained

(b) Petra Khan has contacted you regarding the presentation. Give three examples of how technology can improve the visual communication of Petra's presentation. [3 x 2 = 6]

Computer graphics from spreadsheet data
 PowerPoint to construct the organisation charts
 Uses of multimedia aids in presenting information
 Use of presentation graphics and computer software packages to enhance slide-based information.

1 mark for the package
 1 mark for explanation

(c) Explain why a Gantt chart could be useful when planning the opening of the new mine. [5]

A Gantt chart is a graphical representation of the duration of tasks against the progression of time. (2)

A Gantt chart is a useful tool for planning and scheduling projects. (2)

A Gantt chart is helpful when monitoring a project's progress. (1)

[Total: 20]