



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

EFFECTIVE BUSINESS COMMUNICATION

5162/01

Core Module

October 2010

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 fictitious.)

The PR English Language School

The PR English Language School has centres in 60 cities, including Hanoi and Tokyo.

Mary Fieldhouse, the Managing Director, is based in London. The Board consists of a further six Directors including the Company Secretary, Tahir Kahn. Mary Fieldhouse opened the first school in London in 1995 and started to expand from 1998. The schools offer a variety of English courses from Beginners to an Advanced Level. All qualifications are awarded through an international examination board based in Cambridge, England. 5

Each centre has a manager, eight English language teachers and four teaching assistants. There are three administrators, each of whom has their own area of responsibility: enrolments, timetables and examinations. Because the managers are located thousands of miles away from each other they very rarely have the opportunity to meet face-to-face to discuss and find solutions to their common problems. This makes it harder to share best practice across the PR English Language School group. Both internal and external communication has been high on the agenda of the Board meetings. Mary Fieldhouse has decided to appoint an ICT company to give advice on improvements in technology, which will then improve the communication between the centres. 10

The Hanoi school has been doing particularly well and may soon need to take on more staff. The Company is planning to open another English school in Tokyo, Japan. Suitable premises have been found and a number of staff have already been appointed. However, the manager has not yet been appointed. The successful applicant must be fluent in both English and Japanese, and must have marketing experience to make the new school a success. 15

Mary Fieldhouse and Jamshed Iqbal, the Human Resources Director, will be assisting with the interviews for the manager of the Tokyo office, which will take place at the head office in London. Three candidates have been short-listed and they will be asked to complete a 10-minute presentation titled "Teaching English in Japan", followed by questions from the panel. The interview questions will be carried out in both English and Japanese. 20

You are the Personal Assistant to Mary Fieldhouse and Tahir Kahn. Your role includes the administrative activities relating to recruitment of new employees as well as keeping staff up to date through a variety of communication activities. Recently you have worked with ICT consultants who have been installing new equipment designed to improve communication across the 60 schools in the PR English Language School group. You will be expected to organise a meeting between the managers of these 60 schools using the newly installed equipment. 30

You must attempt all the following tasks.

Where appropriate use information from the case study to support your answer.

- 1 Tahir Kahn is concerned that good communication must be maintained as the business grows.
- (a) Explain **three** reasons why communication is so necessary in business. **[3 x 2 = 6]**
- (b) Describe **four** reasons why choosing the **appropriate** communication method is so important for business communication. **[4 x 2 = 8]**
- (c) Tahir Kahn wishes to start contacting potential students in Tokyo about the opening of the new school. Suggest **three** effective methods of communication which would be appropriate when contacting prospective new students. **[3 x 2 = 6]**
- [Total: 20]**
- 2 (a) Write a memo to Mary Fieldhouse and Jamshed Iqbal inviting them to join the interview panel in London. Add any additional information which may be required. **[8]**
- (b) Tahir Kahn has asked you to write a letter to one of the candidates, Miss Josette De Klerk, asking her to attend the interview. Include all the information that the candidate will require for the interview. **[12]**
- [Total: 20]**
- 3 Mary Fieldhouse has asked you to organise a video conferencing meeting of the PR English Language School managers in order to improve the communication between them.
- (a) Identify **five** common characteristics of a meeting. **[5 x 2 = 10]**
- (b) Identify **two** verbal and **two** non-verbal methods of communication used between the managers. **[4 x 1 = 4]**
- (c) Explain **two** benefits of a video conferencing meeting compared to more traditional ways of communicating between managers. **[2 x 2 = 4]**
- (d) Identify **two** factors which are shared by all groups working within an organisation. **[2 x 1 = 2]**
- [Total: 20]**
- 4 You have been asked by the Manager of the Hanoi school for a list of steps which need to be taken for a successful recruitment interview.
- (a) List the steps which will need to be taken when carrying out a recruitment interview. **[10]**
- (b) Describe **five** different types of business interviews apart from recruitment interviews. **[5 x 2 = 10]**
- [Total: 20]**

- 5 There is a Board of Directors meeting taking place next month. Tahir Kahn has asked you to prepare a presentation of enrolment data for each centre.
- (a) (i) Describe **two** types of visual aids which can be used to display this data. [2 x 2 = 4]
- (ii) Explain **one** advantage and **one** disadvantage of **each** visual aid. [2 x 4 = 8]
- (b) Explain **two** reasons for the use of organisation charts within an organisation. [2 x 2 = 4]
- (c) Describe **two** software packages which can be used to enhance the visual communication in your presentation. [2 x 2 = 4]
- [Total: 20]

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