



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

**EFFECTIVE BUSINESS COMMUNICATIONS**

**5172/01**

Core Module

**May 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 sides 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 **5** printed pages and **3** blank pages.



**You must read the case study below and attempt all the tasks which follow:**

(This case study is based upon a fictitious hotel.)

### **THE GOLDEN ORCHID HOTEL BEIJING**

Beijing is well known for its high-tech industries and computer assembly plants, as well as a rapidly growing biotechnology sector. However, in the last few years it has become extremely well known, as a result of winning the Olympic bid for 2008.

As a result of winning the Olympic bid, there will be the need for many new hotels in the area, and potentially an upgrading of many existing hotels to accommodate visitors and event competitors. 5

You have recently started working for one of the top hotels in the area, which is about to host a seven-day event for international delegates, who are Olympic planners visiting Beijing. The purpose of their visit will be to discuss plans relating to hosting and accommodating all the various event competitors. There will be some 300 delegates attending this event, with representatives from many of the competing countries. 10

The hotel has over 800 bedrooms, an extensive leisure club with swimming pools, saunas and a gym. The hotel also has a cinema, five restaurants, a comfortable lounge area and a business centre enabling guests to send emails and faxes, make telephone calls and have access to administrative support. The hotel is one of the best in the area, and though in the middle of the city, has lovely gardens with water features and unusual plants. 15

While the international delegates are staying and working in the hotel, you will be expected to undertake a range of duties, from working on reception and checking in guests, to greeting guests as they arrive. You will also be undertaking some general administrative work to assist with the high volume of paperwork that will be involved in receiving such a large number of visitors at one time. 20

Prior to the event, the staff must be informed about the visit and how the hotel wishes to meet, greet and treat the international delegates. In particular, the staff must be made aware of the guests' cultural differences, how to communicate with them effectively, and the service they may require.

Ensuring that the entire hotel workforce is able to communicate effectively will be your priority. If they communicate well, it will help to ensure that the delegates' stay in the hotel is pleasant and enjoyable. 25

If this visit is successful, the hotel will become an important venue for the Olympics in 2008, and the management will need to recruit and train a larger number of new staff to work at the hotel during the Olympics event. The hotel is already starting to plan for this event and preparing their recruitment plans. Indeed, they have already highlighted your role as being very important to the recruitment process. 30

**You must attempt ALL of the following tasks.**

- 1 The hotel will be receiving guests from many different nations and cultures.
- (a) Explain **four** potential barriers to communication that may arise during the delegates' visit. Provide examples to support your answers. [8]
- (b) You have been asked to organise some internal staff training to provide the staff with information about the delegates' visit.
- Identify and explain **three** methods of communication best suited to this type of information sharing. [6]
- (c) Getting the right mix of verbal and non-verbal communications for this important visit by international delegates will be essential.
- Briefly describe the following methods of communication, giving an example for **each** one:
- (i) kinetics; [2]
- (ii) metacommunications; [2]
- (iii) paralanguage. [2]
- [Total 20]**

- 2 As already suggested, internal communications with staff will be your priority.
- (a) Write an internal memo to the housekeeping team, responsible for laundry, cleaning and refreshing rooms, asking them to attend an information sharing meeting next week about the arrival of the delegates. Create the necessary details. [8]
- (b) During their visit, the delegates will be able to use the business centre to communicate through a variety of mechanisms.
- Explain **three** benefits of **each** of the following technologies for communicating effectively:
- (i) emails; [3]
- (ii) fax. [3]
- (c) After the delegates leave the hotel, you will be expected to write a report to your line manager.
- Identify **six** essential features of the structure of a business report to the management. [6]
- [Total 20]**

3 The housekeeping team in the hotel works in small groups, each group being responsible for a number of rooms on each floor of the hotel.

(a) Identify and explain the following characteristics of a group:

(i) group attributes; [3]

(ii) group norms; [3]

(iii) group purpose. [3]

(b) Ensuring effective communications is your priority, so you call a group meeting to discuss what the housekeepers should do when they meet the hotel guests.

Identify **five** key features of your role during the meeting. [5]

(c) (i) Explain the purpose of taking minutes of the meeting you have called. [3]

(ii) Discuss what should happen to the minutes after the meeting. [3]

[Total 20]

4 If the Olympic planning event goes well, the hotel is likely to recruit a significant number of staff for a variety of roles in the hotel.

(a) Explain **two** purposes of undertaking a recruitment interview. [4]

(b) Prepare a brief guide for the hotel management on how to conduct interviews for the forthcoming recruitment drive. [10]

(c) During the actual interviews, managers will use a variety of question techniques.

Describe **each** of the following, giving an example of **each** one:

(i) a hypothetical question; [3]

(ii) an open question. [3]

[Total 20]

5 (a) The report you are going to prepare on effective communications is going to include statistics on staff performance relating to communications. Explain **one** advantage and **one** disadvantage of using the following graphical forms to support the content of your report.

(i) Bar chart [4]

(ii) Line graph [4]

(iii) Table [4]

(iv) Pie chart [4]

(b) When undertaking planning, the Olympic delegates will need to use Gantt and flow charts to assist them. Give **two** benefits of using such charts. [2]

(c) The delegates have asked for a PowerPoint projector to be available during their visit.

Describe what PowerPoint is, and identify **one** benefit of using this software for presentations.

[2]

[Total 20]





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