

**UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS**  
Cambridge International Diploma Advanced Level

## **MARK SCHEME for the May 2008 question paper**

### **CAMBRIDGE INTERNATIONAL DIPLOMA IN BUSINESS**

**5172      Effective Business Communication, Maximum mark 100**

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began.

All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes must be read in conjunction with the question papers and the report on the examination.

- CIE will not enter into discussions or correspondence in connection with these mark schemes.

CIE is publishing the mark schemes for the May/June 2008 question papers for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level syllabuses and some Ordinary Level syllabuses.

<b>Page 2</b>	<b>Mark Scheme</b>	<b>Syllabus</b>
	<b>Cambridge International Diploma – May 2008</b>	<b>5172</b>

- 1 (a) Give *three* reasons why effective internal communication is important in helping the Product Research Group meet its targets. [6]

Effective internal communication is important for the following reasons:

- To enable the aims and objectives of the organisation to be clearly communicated across all levels of the organisation
- To pass on important messages about the organisation and its day to day business
- To pass on important information about special incidents and events
- To enable managers and supervisors to communicate effectively in a range of situations
- To act as a tool for communicating information during change or crisis situations
- To avoid misunderstandings and breakdown of communication

Any of the above 3 points x 2 marks = 6 marks

- (b) Identify *four* potential problems that the Product Development Group could face because of poor communication between them and the rest of the organisation. [8]

- It is likely that internal relationships will fail or breakdown
- Barriers to working internally will be erected because of poor communication
- Research information may not be collected on time, and market opportunities could be lost
- Unable to make effective business decisions as targets will not be met, reports on information will be late
- It will be difficult to get decisions made due to poor communication and translation
- Miscommunication may result in misinformation
- Customers may experience difficulties as a result of slow actions

2 marks per point up to 8 marks

- (c) It is important for the group to apply good verbal and non-verbal communication skills in order to maintain its success.

Explain, giving an example in each case, what is meant by:

- (i) verbal communication [3]

- (ii) non-verbal communication [3]

- Verbal/oral communication includes:  
Face to face conversations, interviews and meetings, briefings and presentations and include the use of voice and the spoken word.

3 marks (2 marks for explaining verbal/oral communication, 1 mark for examples)

- Non-verbal communication (kinetics, body language, dress, facial expression and posture – used either on its own or with use of voice. (Not the written word).

3 marks (2 marks for explaining verbal/oral communication, 1 mark for examples)

**[Total: 20]**

<b>Page 3</b>	<b>Mark Scheme</b>	<b>Syllabus</b>
	<b>Cambridge International Diploma – May 2008</b>	<b>5172</b>

- 2 (a) Write a memo to the Product Research Group of Groovy Girls Ltd inviting them to attend a meeting. The aim of this meeting is to prepare a presentation for the Senior Management Group on findings relating to changing trends in e-channels. You should invent the details of the meeting. [8]**

The memo must conform to company style

- Logo
- Date
- To: Product Research Group
- From: You
- Subject: Re: Visit of delegates
- Body/content of the memo -
- Appropriate conclusion
- Initials or signature

The content and tone of the memo should be encouraging the Product Research Group to attend by putting a positive spin on the importance of attending the meeting

Marks should be awarded on the basis of:

4 marks for content

4 marks for layout and structure i.e. log, date, To/From, subject, signature

- (b) Groovy Girls Ltd is considering using new sales channels for their business.**

- (i) Explain three benefits of using email as a sales channel. [6]**

- (ii) Explain three benefits of using the Internet as a sales channel. [6]**

Three benefits of using email:

- Fast
- Effective
- Easy to obtain early feedback
- It is possible to confirm that the email has been received and read
- Emails can be sent to any country and any time zone
- Emails allow a free-flow of information

Any 3 points from the above 3 x 2 marks = 6 marks

Three benefits of using the Internet

- Speed of access
- Attractive and often easy to use
- Access to information 24/7
- Ability to shop 24/7 (important for Groovy Girls Ltd)
- Ability to buy on-line
- Ability to buy any time, any place, anywhere in the world

Any 3 points from the above 3 x 2 marks = 6 marks

**[Total: 20]**

<b>Page 4</b>	<b>Mark Scheme</b>	<b>Syllabus</b>
	<b>Cambridge International Diploma – May 2008</b>	<b>5172</b>

- 3 (a) Describe *five* characteristics that the Product Research Group needs to manage multiple projects effectively. [10]**

The group:

- Is recognised by its members and those outside of the group as a functional product research group
- conforms to patterns of attitude and behaviour
- has purpose, clearly stated aims and objectives
- has the ability to deny or grant admission
- at times experiences conflict but also collaboration
- will most likely have a hierarchy (the marketing managers of Groovy Girls Ltd) and have a group leader

Candidates should be able to elaborate on five of the above.

5 x 2 marks = 10 marks

- (b) In your role as communications assistant, you are responsible for arranging meetings. Explain *five* characteristics of a successful Product Research Group meeting. [10]**

Candidates should be able to identify five characteristics as follows:

- The meeting has aims and objectives
- Outlined action points, is time constrained and adhered to
- Leadership is provided
- The role of key participants identified
- The provision of a structured agenda and programme for the meeting
- Minutes of the meeting are recorded, action points are registered, and decisions which have been made are noted

Candidates should be able to elaborate on five of the above points

2 marks per point x 5 points = 10 marks

**[Total: 20]**

- 4 (a) The Marketing Department is now ready to recruit a junior marketing manager who will also be required to assist with the product research group.**

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

- It allows a controlled conversation between the employer and interviewee
- It allows an exchange of information and ideas
- It enables both parties to listen whilst the other one speaks
- It enables an assessment of the level of interest on the part of both parties

2 marks for each point identified and elaborated upon up to 4 marks

Page 5	Mark Scheme	Syllabus
	Cambridge International Diploma – May 2008	5172

**(b) Because of your role as communications assistant, you have been asked to assist in preparing for the interview process.**

**Explain how you should go about preparing for the interviews for the junior marketing manager. [10]**

- Plan for the interview
- Identify the aims and objectives of the interview – to recruit new staff
- Decide who should be present at the interview – managers, directors etc.
- Decide on the types of questions, open, closed, scenario based etc.
- Decide upon discussion points
- Determine how the two-way flow of information should take place
- Determine how the interviewer should set the tone for the interview
- How to choose the appropriate location and time and collect all of the necessary information
- The importance of listening carefully and recording relevant information
- How to make notes at critical times during the interview, and identify any forms that may need to be completed
- How to make 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]

Level 2: Demonstrates a clearer understanding of the planning stages [4–7]

Level 3: Demonstrates a full and detailed analysis of the stages [8–10]

**(c) During the interview a variety of questions will be asked.**

**Identify two types of question that may be asked during the interview and provide an example of a question for each one. [6]**

- **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 method explained and one mark for the example for any two of the above question methods. (2 x 3 = 6)

**[Total: 20]**

Page 6	Mark Scheme	Syllabus
	Cambridge International Diploma – May 2008	5172

5 Your role in Groovy Girls Ltd also involves you in preparing for presentations. You are shortly to be involved in presenting the findings relating to online trends to senior management.

(a) Identify the *two* most helpful visual charts for presenting trends in technology growth over a period of five years and explain two advantages and disadvantages of *each*. [10]

The two charts most helpful for presenting trends in technology growth are:

- **A bar chart** is a 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 individually through name, time and quantities. It is possible to use three dimensions and colour to enhance the presentation.  
**Disadvantages:** It has limited visual impact if results are very close in value, also a limited number of bars per chart.

1 mark for identifying bar chart  
2 marks for advantages  
2 marks for disadvantages  
(Total 5 marks)

- **Line graphs** enable lines to follow trends over time, and can include the interaction of two variables. They can follow a number of different data sets.  
**Advantages:** Data can be presented vertically or horizontally and represented over a long period of time.  
**Disadvantages:** They cannot be clearly interpreted if there are too many plotted lines of information.

1 mark for identifying bar chart  
2 marks for advantages  
2 marks for disadvantages  
(Total 5 marks)

(b) Explain *two* ways in which you could use communications technology to aid the presentation of complex data on trends. [4]

Students should be able to explain the following:

- The use of spreadsheets to set up with logarithms to aid various calculations, equations for calculations such as cash flow or budgets.
- The use of spreadsheets to convert data into graphs and line charts
- The use of Power Point software to present information graphically and electronically

Students should be able to recognise that ICT provides an opportunity to work out calculations for complex data in addition to being used to present the information graphically.

Students should be able to provide up to 2 points from the above.  
2 x 2 = 4 marks

<b>Page 7</b>	<b>Mark Scheme</b>	<b>Syllabus</b>
	<b>Cambridge International Diploma – May 2008</b>	<b>5172</b>

(c) The Product Research Group are often involved in giving presentations across the organisation.

Explain *three* ways in which multimedia could aid and enhance the quality of presentations on the research data. [6]

Students should be able to identify the following:

Through the use of

- animation
- computer graphics
- basic visual aids
- pre-prepared slides
- Power Point as a means of producing a high quality presentation.

Students should be able to identify three points from the above and explain the benefits.  
2 marks per point x 3 points = 6 marks

**[Total: 20]**