



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

EFFECTIVE BUSINESS COMMUNICATION

5172/01

Core Module

May 2008

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 and attempt ALL the tasks which follow.

(The following case study is fictitious.)

GROOVY GIRLS LTD

Groovy Girls Ltd manufactures cosmetic and fashion items targeted at young girls and teenagers. The product range includes clothes, accessories, perfumes, make-up and cosmetics. They are stylish in packaging, design and branding, and are very competitively priced. The items can usually be purchased in main street fashion chains. The brand is particularly well known in South East Asia and is increasingly popular in America, the United Kingdom and Australia.

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For Groovy Girls Ltd to remain relevant to its customer base, it not only looks for new market opportunities but also for new sales channels. This policy is, of course, supported by new product development projects.

You work for the Marketing Department and are part of a product research group which has the task of assessing new channels and product opportunities designed to increase sales and profitability. The group has six members and the group leader is one of three marketing managers within the department. The group also undertakes research and analysis for new product development by collecting and analysing information. The information is used to decide whether or not to launch new products and where to sell them.

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Your role is that of Group Communications Assistant, which includes arranging meetings and sending business correspondence i.e. emails, letters and memos. Your role also involves collecting information to support evaluation exercises and to help prepare information for distribution as brief reports and/or presentations to senior managers to aid their decision-making in relation to future marketing activities.

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The Product Research Group is very busy working on many projects across the organisation. This is mainly because of its research and analytical capability. They also work with a number of external and internal stakeholders collecting information and undertaking product testing. This also contributes to the marketing decision-making process. To assist with the increased workload the management has decided to recruit new members to the marketing department, who can operate as part of the Product Research Group.

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The group must at all times aim to work well together and communicate effectively in order to succeed and achieve tight deadlines. Due to the nature of the business, much of the research work undertaken has to be turned around extremely quickly. This is important to Groovy Girls Ltd so that the company can continue to grow and retain the company's current competitive position.

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Your group has been involved in exploring changing trends in online sales which have increased significantly in the fashion and cosmetics business in the past two years. The results of this research are shortly to be presented to senior management and you have been asked to help.

You must attempt ALL of the following tasks.

- 1 (a) Give **three** reasons why effective internal communication is important in helping the Product Research Group meet its targets. **[3 x 2 = 6]**
- (b) Identify **four** potential problems that the Product Development Group could face because of poor communication between them and the rest of the organisation. **[4 x 2 = 8]**
- (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]**
- [Total: 20]**
- 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]**
- (b) Groovy Girls Ltd is considering using new sales channels for their business.
- (i) Explain **three** benefits of using e-mail as a sales channel. **[3 x 2 = 6]**
- (ii) Explain **three** benefits of using the internet as a sales channel. **[3 x 2 = 6]**
- [Total: 20]**
- 3 (a) Describe **five** group characteristics that the Product Research Group needs in order to manage multiple projects effectively. **[5 x 2 = 10]**
- (b) In your role as Communications Assistant, you are responsible for arranging meetings. Explain **five** characteristics of a successful Product Research Group meeting. **[5 x 2 = 10]**
- [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. **[2 x 2 = 4]**
- (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]**
- (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. **[2 x 3 = 6]**
- [Total: 20]**

- 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]
- (b) Explain **two** ways in which you could use communications technology to aid the presentation of complex data on trends. [2 x 2 = 4]
- (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. [3 x 2 = 6]
[Total: 20]

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