

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

EFFECTIVE BUSINESS COMMUNICATIONS

5172/01

Core Module

October 2005

2 hours 15 minutes

Additional Materials: Answer Booklet/Paper
Graph Paper

READ THESE INSTRUCTIONS FIRST

The time allocated for this examination includes 15 minutes reading time.
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.

[The following case study is based on a real company but some information is fictitious]

Kleggs

Kleggs is a global company making food products. The company was launched in 1906 and is now the world's leading producer of cereals and convenience foods, including biscuits, crackers, toaster pastries, cereal bars, frozen waffles, meat alternatives, pie crusts and cones. Their products are manufactured in 19 countries and marketed in more than 160 countries around the world. The annual report states that there is a long-term commitment to building both growth in volume and profit by providing nutritious food products of superior value. 5

Kleggs' mission statement says that its world-class leadership is dedicated to a management philosophy that values their employees above profits. The company also states that they are committed to a marketing philosophy that helps ensure that the Kleggs' name is associated with wholesome and truthful advertising. 10

Kleggs Cereal Bars

Apart from cereals and other products, Kleggs have invested in the development of a range of branded cereal bars. The current growth of the cereal bar market is driven by product innovation and large advertising expenditure to support the new product launches undertaken by Kleggs and their main competitors. The increase in popularity of cereal bars is mainly due to the increase in the number of women in full and part-time employment who lead busy lives, and have less time to sit down at a table to eat a meal. Also the increase in single person households has led to a trend in snacking and convenience foods, although there is a greater interest in healthy eating. 15

Research in 2004 identified that the consumers for cereal bars were primarily working women in professional jobs. The consumers tended to be aged between 25 and 55 and they viewed cereal bars as 'a healthy alternative to other sweets and snacks'. However, further research indicated that the product was generally purchased by these women for their children as they found them too sweet for themselves. 20

In general, these cereal bars have been criticised by the medical profession and the media for the sugar, saturated fat content, and the lack of dietary fibre. Many of the cereal bars on sale are perceived as healthy by the consumer, but in reality contain almost twice as much sugar as a regular breakfast cereal and about half the dietary fibre. They are usually eaten whilst people are rushing about and hence they are less likely to have brushed their teeth after consuming the bar. 25

You must attempt ALL of the following tasks.

- 1 Hande is the product manager for Kleggs' cereal bars. She has been considering how to communicate to customers and retailers that a new range of cereal bars, which contains no sugar, is being introduced.
- (a) Explain the following methods of communication which could be used to inform customers about the new cereal bars:
- (i) press releases
 - (ii) letters
 - (iii) written reports [6]
- (b) Suggest, with reasons, **three** methods of communication which Kleggs could use to communicate the new cereal bars to retail shops. [6]
- (c) Hande needs to ensure that all Kleggs' sales staff who sell to retailers are aware of the role of **non-verbal and meta communications** when discussing the new cereal bars. Explain **each** of these terms and how **each** could be used effectively. [8]
- [Total: 20]**
- 2 Hande knows that she needs to communicate the benefits of the cereal bar to the general public.
- (a) Write a press release for a women's magazine, promoting the benefits of the new cereal bars which Kleggs are just about to launch. [8]
- (b) Hande has been able to gather a number of email addresses on the customer database and is considering sending this press release to the customers via email. Identify **three** benefits of using this type of communication channel. [6]
- (c) Hande has been asked to write a report for the rest of Kleggs' marketing department, detailing the research on the consumption of cereal bars. Suggest and describe the most appropriate structure for this report. [6]
- [Total: 20]**
- 3 Hande is determined to develop staff communications to help to build teamwork within the marketing department.
- (a) List **five** characteristics of effective groups and teamwork. [5]
- (b) List **three** barriers to good group communication. [5]
- (c) Identify **five** main methods of ensuring effective group meetings. [10]
- [Total: 20]**

4 It seems that the timing of communications, for the launch of this new cereal bar, is very important and so the use of technology is being considered.

(a) Explain how the following technology could be used and give **one** advantage for **each**.

(i) Intranet for employee communication

(ii) Extranet for communication with retail customers

(iii) Email for sending press releases to the national press [3 x 4]

(b) Kleggs' sales team has been asked to gather data about competitors' products by interviewing the trade buyers. Suggest **four** types of questions, with examples, which they should use during the interviews. [8]

[Total: 20]

5 The new cereal bar has now been launched and the sales figures are now available for Hande.

(a) Using examples where appropriate, explain each of the following methods of presenting complex sales data and describe **one** disadvantage of each.

(i) Tables

(ii) Bar charts

(iii) Pie charts

(iv) Line graphs [4 x 4]

(b) Explain **one** other type of visual chart which Hande could use when planning the activities for the sales of the new cereal bar. [4]

[Total: 20]