

CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge International Diploma Advanced Level

MARK SCHEME for the October 2013 series

CAMBRIDGE INTERNATIONAL DIPLOMA IN BUSINESS

5172 Effective Business Communication, maximum mark 100

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Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

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Cambridge is publishing the mark schemes for the October 2013 series for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level components and some Ordinary Level components.

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1 Tom is now very concerned about the poor communication between both companies.

(a) Explain four causes of poor communication between the two companies. [4 × 2 = 8]

Distance and commitment
 No clear aim or purpose of communication established
 Use of inappropriate language
 Use of inappropriate medium
 Recipient unable to understand message due to inappropriate language/cultural understanding

(b) Tom has asked you to examine methods of business communication.

(i) Identify three one-way methods. [3 × 1 = 3]

Reports, videos, CD-Rom, letters, memos etc.

(ii) Identify three two-way methods. [3 × 1 = 3]

Team meeting, virtual team meetings, joint consultations, quality circles, seminars, briefings, video and telephone conferencing.

(c) You are attending a meeting with a Website Designer. List six criteria for evaluating website effectiveness. [6 × 1 = 6]

Navigation
 Relevance of information
 Accessibility
 Usability
 Transparency
 General attractiveness
 Presentation of the website

[Total: 20]

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2 Tom and Randish have begun preparations for the meeting.

- (a) You have been asked to draft a formal letter of invitation. Use the details in the case study. You may create all other details. [12]**

Logo – name of organisation and full address of the organisation (1)
 Telephone, fax numbers and email address (1)
 Dear Mr/Miss/Mrs/Ms (1)
 Yours sincerely and signature (1)
 Names of both Chairs (1)
 Date and heading – Meeting etc. (1)

Up to a maximum of 6 marks

Content:

Date, time and venue (1)
 Reason for meeting plus meeting times (1)
 Able to stay in hotel overnight (1)
 Wi-fi and videoconferencing available (1)
 Paragraph layout, grammar and spelling (1)
 To acknowledge attendance (1)

Up to a maximum of 6 marks

- (b) Identify three advantages of written communication. [3 × 1 = 3]**

Evidence of message sent
 Can act as a contract or agreement
 As confirmation of verbal communication

- (c) List five components of a business report. [5 × 1 = 5]**

Title
 Author
 Date
 Reference
 Contents page
 Main body of report – findings
 Conclusion
 Appendices

1 mark for any of the above = 5 marks in total

[Total: 20]

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3 Tom has now set up a number of groups within and across both organisations. This is to ensure that all staff are represented in the decision making process.

(a) Identify and explain five rules which are common to all groups. [5 × 2 = 10]

- Group attributes: recognised by its members and by those outside
- Norms: conform to patterns of outlook, attitude and behaviour
- Purpose: clearly stated objectives and aims
- Hierarchy: formal or informal; leadership order
- Exclusivity: ability to grant or deny admission; loyalty of its members

(b) Suggest six factors affecting virtual groups. [6 × 1 = 6]

Lack of physical contact
Lack of visual impact
Distance
Culture
Language
Co-ordination/integration of activities

(c) List four common elements of meetings. [4 × 1 = 4]

Aims and objectives outlined
Action points highlighted
Time constraint adhered to
Leadership provided
Minutes taken
Agenda

[Total: 20]

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4 The vacancy has now been advertised for a permanent personal assistant to Tom.

(a) Describe the purpose of a business interview. [4]

A planned controlled communication between two or more people; enables both parties to speak and listen.

(b) You have been invited for an interview for the vacancy as permanent personal assistant. Describe the preparations you need to make, as the interviewee, for this selection interview. [6 × 2 = 12]

Plan: to deal with nerves, anticipate questions about specific or general subjects (2)

Prepare: review strengths and weaknesses (2) review past performance; consider future ambitions (2)

Present a good image, (1) be realistic, (1) be responsive, (1) hold natural posture, (1) be polite and informative (2)

(c) List four types of business interview other than recruitment and selection interviews. [4 × 1 = 4]

Appraisal
Discipline
Termination
Grievance
Exit interviews
Counselling
Medical

[Total: 20]

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5 Tom is planning the finance report for the Board Members' meeting.

- (a) Describe and justify four different type of graph which Tom could use to present the financial figures for the previous six months. Give reasons for choosing each type of graph.

[4 × 3 = 12]

Pie Charts: total value of items must be known, use of colours to enhance impact, limited to the amount of in-depth information that can be conveyed using a pie-chart, need to work out in terms of 360°.

Line Graphs: good for showing trends, cannot readily or clearly be interpreted as there are too many plotted lines of information, therefore not helpful for complex information.

Bar Charts: good for indicating trends, wide range of bar charts available, difficult to interpret readily.

Tables: explanation of tables, good for tabulating complex information, limited immediate visual impact and difficult to interpret readily.

1 mark for identification of graph

1 mark for description

1 mark for justification

- (b) Randish is preparing the flow chart to illustrate the new systems and procedures. Explain what a flow chart is. [4]

A flow chart is a graphical or symbolic representation of a process. Each step in the process is represented by a different symbol and contains a short description of the process step. The flow chart symbols are linked together with arrows showing the process flow direction. It would show the steps of the new communications system.

- (c) Randish and Tom have asked for a PowerPoint projector to be available during the meeting.

- (i) Describe what PowerPoint is. [2]

PowerPoint is a Microsoft software package specifically for preparing presentations. It includes a variety of background, colours, styles, charts and layouts, and enables an attractive eye catching presentation to be prepared. It can include animation and multi-media intervention.

- (ii) Identify one benefit of using PowerPoint for presentations. [2]

The benefits of using such a software is that it makes the presentation more attractive, it enables standardisation of corporate presentations through the use of templates, the quality of the presentation is high and can be projected onto a computer – through large and small screens. PowerPoint can also be transmitted by email and posted on the Internet.

[Total: 20]