



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

EFFECTIVE BUSINESS COMMUNICATION

5172/01

Core Module

October 2013

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.

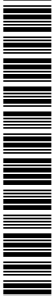
Start each task on a new piece of paper.

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.

* 2 0 5 5 7 4 3 3 4 9 *



This document consists of **4** printed pages.



You must read the case study below and attempt ALL of the tasks which follow.

(This case study is fictitious.)

The Sydney Partnership

The Delhi Company has been working closely on a new project with The Sydney Partnership. The agreement was that The Sydney Partnership would supply the manufacturing, management and marketing components of the project, while The Delhi Company would supply the technology. The Delhi Company representative, who is based in Hong Kong, meets with The Sydney Partnership staff once every three months in order to discuss all aspects of the operation. 5

In between the visits, the two parties exchange occasional communication through written correspondence and phone calls. To the Sydney Partnership, this infrequent contact signalled that The Delhi Company was not fully committed to the relationship. The Sydney Partnership's Managing Director, Tom Buckley, is very concerned about the lack of commitment to the project and has decided that he needs to hold a meeting with The Delhi Company Managing Director to discuss the way forward. 10

The Delhi Company has recently appointed Randish Malik as Managing Director. Randish is very aware that good lines of communication are essential for a business to operate successfully. He wants the relationship between the two companies to develop so that they can work together on more projects. This would create more jobs and profit for both companies. 15

Tom Buckley contacted Randish Malik to discuss future operations and to improve communication between both companies. A video conferencing call was arranged between Randish and Tom. The discussion has resulted in the following actions:

- An improved shared website.
- A joint meeting for all Board Members to attend. This will be held on Monday 4 November at The Taj Mahal Hotel in New Delhi. This hotel has conference facilities and sufficient accommodation for all Board Members to stay for two nights. The Monday meeting has been arranged to take place between 1pm and 5pm. The following day, a further meeting will be held from 9am to 3pm with lunch. 20
- Randish will be preparing a presentation for the meeting on the first day to introduce new systems and procedures. 25
- Tom will be presenting a financial report at the meeting on the second day.

A letter will have to be sent on behalf of Randish and Tom inviting all Board Members to the meeting. Confirmation of attendance will be required. You are the temporary personal assistant to Tom Buckley. The permanent job is to be advertised next month and you will be applying for the position. 30

You must attempt ALL of the following tasks.

Where appropriate use information from the case study to support your answer.

- 1** Tom is very concerned about the poor communication between both companies.
- (a) Explain **four** causes of poor communication between the two companies. **[4 x 2 = 8]**
- (b) Tom has asked you to examine methods of business communication.
- (i) Identify **three** one-way methods. **[3 x 1 = 3]**
- (ii) Identify **three** two-way methods. **[3 x 1 = 3]**
- (c) You are attending a meeting with a Website Designer. List **six** criteria for evaluating website effectiveness. **[6 x 1 = 6]**
- [Total: 20]**
- 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]**
- (b) Identify **three** advantages of written communication. **[3 x 1 = 3]**
- (c) List **five** components of a business report. **[5 x 1 = 5]**
- [Total: 20]**
- 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) Explain **five** rules which are common to all groups. **[5 x 2 = 10]**
- (b) Suggest **six** factors which affect virtual groups. **[6 x 1 = 6]**
- (c) List **four** common elements of meetings. **[4 x 1 = 4]**
- [Total: 20]**

- 4 The vacancy has now been advertised for a permanent personal assistant to Tom.
- (a) Describe the purpose of a selection interview. [4]
 - (b) You have been invited for an interview for the vacancy as permanent personal assistant. Describe the preparations you will need to make, **as the interviewee**, for this selection interview. [6 x 2 = 12]
 - (c) List **four** types of business interview other than recruitment and selection interviews. [4 x 1 = 4]
- [Total: 20]
- 5 Tom is planning the financial report for the Board Members' meeting.
- (a) Describe and justify **four** different types 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 x 3 = 12]
 - (b) Randish is preparing the flow chart to illustrate the new systems and procedures. Explain what a flow chart is. [4]
 - (c) Randish and Tom have asked for a PowerPoint projector to be available during the meeting.
 - (i) Describe what PowerPoint is. [2]
 - (ii) Identify **one** benefit of using PowerPoint for presentations. [2]
- [Total: 20]

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