



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

EFFECTIVE BUSINESS COMMUNICATION

5172/01

Core Module

October 2010

2 hours plus 15 minutes' reading time

Additional Materials: Answer Paper/Booklet

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 based on a real company but some information is fictitious.)

AUDI

Audi is a major manufacturer of cars around the world. The company has production operations in Germany, China, Italy, Hungary and Belgium. The Head Office is in Frankfurt, Germany. Audi achieved a new sales record in 2007 by selling more than 100 000 cars in China (including Hong Kong) – a gain of about 25 % compared to the previous year.

Sales of Audi cars produced in China increased by 21% in total. An above-average gain of 115% was achieved for imported Audi vehicles. Hong Kong also recorded growth of more than 23 %. 5

"This result is a major success for us, and it confirms Audi as the market leader in the premium car segment in China," said Ralph Weyler, Member of the Board of Management of AUDI AG for Marketing and Sales. "This makes China the biggest export market for Audi. And we expect further increases in sales figures for 2010. These increases will also be driven by the market launches of the new Audi R8, Audi A5 and S5." 10

Audi sells its cars in China through a network of dealerships. There are currently 125 exclusive Audi dealerships in 85 cities. Audi has been present in China since 1988, and in 2008 the company celebrated its twentieth year of partnership with FAW, its Chinese joint-venture partner. In order to continue its success in China, Audi's dealer network is being expanded. 15

In another part of the world Audi Australia expects its national dealership network to include around 40 outlets by 2015, with a focus on "fewer, high-quality dealerships operating in key areas, rather than a multitude of smaller, less-profitable facilities".

Looking to the future and to the protection of the environment, Audi has said that it will offer electric vehicles within five to ten years. According to an interview carried out by the newspaper *Welt am Sonntag*, Audi will make a big push for diesel and battery-powered cars and promises to release vehicles "without exhaust emissions" within ten years. 20

Due to the size of the operation, the managers of the exclusive Audi dealerships meet annually for 3 days in Frankfurt to discuss major issues. One of the main agenda items of the meeting in 2010 was the marketing and promotion of the electric vehicles from 2012. 25

The Marketing Manager, Yip Pui-Yin, of the Hong Kong Audi operation has returned from the meeting with a number of concerns. Yip Pui-Yin has the task of producing a report on how to improve both internal and external communication and the recruitment of a new Marketing Manager to oversee the promotion of the new electric vehicles. You are his Administrative Assistant. 30

You must attempt ALL the following tasks.

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

- 1 (a) Yip Pui-Yin has asked you for your ideas on improving internal communication. Explain **four** main consequences of poor communication within the organisation. **[4 x 2 = 8]**
- (b) Yip Pui-Yin is aware of the methods of internal communication. List **two** one-way methods and **two** two-way methods of business communication, stating **one** advantage for each method. **[4 x 2 = 8]**
- (c) With the increase in the use of information and communications technology within the office environment, list **two** benefits of ICT and **two** benefits of office automation. **[4 x 1 = 4]**
[Total: 20]
- 2 (a) Write a memo to the Hong Kong Marketing Department asking them to a meeting regarding the plans they are preparing for the promotion of the new electric cars. Add any other information which is necessary. **[8]**
- (b) Due to the global nature of the company, communication is a key factor in corresponding with other Audi dealerships.
- (i) Explain **three** benefits of using e-mail. **[3 x 2 = 6]**
- (ii) Explain **three** benefits of using the staff intranet. **[3 x 2 = 6]**
[Total: 20]
- 3 The Marketing Department in both Hong Kong and Australia will have to work closely with the production team of the new electric cars in China.
- (a) Describe **five** characteristics of virtual work groups (groups who mostly communicate by e-mail or the internet) which will affect the way that the marketing and production teams in each country work together. **[5 x 2 = 10]**
- (b) In your role as Administrative Assistant to Yip Pui-Yin, you are responsible for arranging meetings. Explain **five** characteristics of a successful meeting. **[5 x 2 = 10]**
[Total: 20]
- 4 (a) You have been asked to draw up a plan in preparation for the interviews for the new Marketing Manager. Identify what should be included in the plan and explain why. **[8]**
- (b) During the interview, a variety of questions will be asked. Describe **four** types of question that may be asked during the interview. **[4 x 2 = 8]**
- (c) Other than recruitment interviews describe **two** other types of business interview. **[2 x 2 = 4]**
[Total: 20]

Question 5 is on the next page.

5 Your role also includes preparing presentations. You have been asked to become involved in the preparation of the sales information for this current year which has to be sent to the Frankfurt Head Office.

(a) Identify **two** appropriate visual charts for presenting sales information. Explain **one** advantage and **one** disadvantage of **each** type of chart. **[2 x 5 = 10]**

(b) Describe **two** software packages which could be used to aid the presentation. **[2 x 2 = 4]**

(c) Yip Pui-Yin is very concerned regarding the security of confidential company information which is stored on computers and also sent over the internet. List **six** security measures which should be in place including any government laws which may need to be taken into account.

[6 x 1 = 6]

[Total: 20]