

CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge Career Award in Business
Standard Level

EFFECTIVE BUSINESS COMMUNICATION

5162/01

Core Module

May 2003

2 hours 15 minutes

Additional Materials: Answer Booklet/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.
You may use a calculator.

Attempt **all** tasks.
Write your answers on the separate Answer Booklet/Paper provided.
At the end of the examination, fasten all your work securely together.
The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **5** printed pages and **3** blank pages.



You must read the case study below and answer all the tasks which follow.

(The following case study is mainly fictitious).

‘The Bangkok Post’ and ‘The Bangkok Post Student Weekly’

The Bangkok Post is a daily newspaper, which is managed in Thailand and has a most impressive circulation. Reporting and publishing, using innovative methods, have been important to the newspaper. Obviously, the publication of such a daily newspaper like this operates in a very fast-moving and technologically-advanced environment. The staff all have to be committed to working towards deadlines and communicating effectively, both internally and externally. 5

The issue of globalisation – and its pace and impact – was particularly important to Thailand, a country which is still experiencing recovery as a result of the economic crisis that started in 1997. Although there had been some redundancies during the height of the economic crisis, the economy is improving and new staff are currently being recruited.

The company survived the consequences of the economic downturn and produced satisfactory results, with increased revenue indicating the increased confidence of the companies which advertised in the newspaper. Indeed, a sales increase of 12 per cent over the previous year was experienced by the classifieds advertisement section. 10

The launch of a rival paper has had an impact on sales recently. This is a new Thai language newspaper, which is published every Monday, Wednesday and Friday, and features work and career tips with 'personnel wanted' and other classified advertisements. 15

The management team has decided to put a clearer focus on the marketing efforts and a firmer emphasis on the spirit of teamwork. Because the economy is improving, advertisers are becoming more demanding, so the company's marketing teams need to be even better equipped to maintain a leadership position in the industry. 20

Recent progress in information technology has been very important, with advances in publishing and printing technology gaining the company a competitive edge.

The Bangkok Post Student Weekly

The Bangkok Post has a sister paper ‘Bangkok Post Student Weekly’ (BPSW). This weekly newspaper has succeeded in making editorial improvement in order to make the BPSW both entertaining and educational. Obviously, the target group for this paper is students and it is hoped that these students will continue to buy the Bangkok Post after they graduate and enter employment. 25

The BPSW aims to contain interesting editorial for students and a number of exciting innovations have been implemented. Its annual Story-writing Contest attracted more than 3,000 entries, and now has been continued on a permanent basis. The Student of the Year contest drew top entries from all over the country, with the overall winner awarded a study trip to England. Regional winners each won a trip to Singapore. Another highly popular activity introduced in 2000 was ‘Meet and Greet’, where Student Weekly Club members enter a contest to get to meet a visiting foreign celebrity, then allow Student Weekly reporters an interview. 30 35

Student Weekly seminars were held for teachers, in the provinces, as well as in Bangkok. The BPSW website went from strength to strength and attracted a large number of visitors, both from Thailand and overseas.

The following table indicates the daily levels of circulation for the Bangkok Post and the weekly circulation figures for the BPSW over the past three years. 40

Table 1 – Circulation levels for The Bangkok Post and The Bangkok Post Student Weekly.

Newspaper	2000	2001	2002
Bangkok Post (daily)	4,900,000	5,600,000	6,400,000
BPSW (weekly)	2,345,000	2,556,000	2,655,000

You must attempt ALL of the following tasks.

- 1 You have just joined the Bangkok Post as a junior administrative assistant. You have been asked to give your opinion about the way the editorial team is working within the BPSW.
- (a) Explain why it is important that internal communications are effective. [8]
- (b) Suggest the best method of communications for the following situations. Give a reason to support each answer.
- (i) A large potential advertiser emails an enquiry about the advertisement costs for a 6 month contract with the BPSW. [4]
- (ii) The Editor of the BPSW needs to find out why one member of staff has had an unusually high number of personal telephone calls in work during the last month. [4]
- (iii) You need to obtain more information about the employees' suggestion scheme. [4]
- [Total: 20]**
- 2 You have been asked to write to the local schools to explain the details of the BPSW student competition.
- (a) Write a letter to schools explaining the competition and try to persuade them to enter teams of students. (You may create any information to help). [10]
- (b) Explain what you would do if you did not receive many replies to your letter. [4]
- (c) Explain the **three** main elements of a report. [6]
- [Total: 20]**
- 3 The Chief Editor of BPSW has decided to introduce weekly team meetings for all staff within his team.
- (a) Draw up the agenda for the first meeting, giving all information which will be required. [10]
- (b) Explain the roles of formal and informal communications within the organisation and how this may influence the effectiveness of the workforce. [10]
- [Total: 20]**
- 4 It has been decided that two new journalists are required to work on the BPSW.
- (a) Define **two** purposes of a recruitment interview. [4]
- (b) Write a set of guidelines to plan for the interviews for the two new journalists. [10]
- (c) Explain the role of verbal and non-verbal communication during interviews. [6]
- [Total: 20]**

5 You have been asked to prepare a report on the newspaper's increase in circulation.

(a) Using the data in Table 1, draw a **bar chart** for the BPSW **only** to be included within the report. **[10]**

(b) Explain the following types of visual aids which you could use to present the data.

(i) pie chart

(ii) line graph

[10]
[Total: 20]

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