

CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge Career Award in Business
Advanced Level

EFFECTIVE BUSINESS COMMUNICATION

5172/01

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 **4** printed pages.



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

(The following case study is fictitious).

Hong Kong Space Museum

The Hong Kong Space Museum is one of Hong Kong's best attractions. It is a 'state of the art' interactive museum, which houses a wealth of attractions for visitors of all ages. The Hong Kong Space Museum comprises two wings - east and west. The east wing has an egg-shaped dome structure, which comprises the Space Theatre, the Hall of Space Science, workshops and offices. The west wing houses the Hall of Astronomy, the Lecture Hall, the Gift Shop and more offices. Inside the Space Theatre, there is a projection dome. The Museum also has two exhibition halls, the Hall of Space Science and the Hall of Astronomy. The exhibits are mostly interactive enabling visitors from all over the world, to learn through a series of entertaining and educational experiences. 5

The Museum organises many different exhibitions and activities each year, including a monthly introduction of the night sky in the Space Theatre, Astronomy Happy Hours, fun science lab, astronomy competition, lectures and astronomy film shows. 10

One of the main target audiences is schools. The Museum aims to cater for such school parties by making all school shows available in both Cantonese and English. In some cases shows are also available in Putonghua and Japanese. Student worksheets and supplementary educational materials are provided. The entry price for students is reduced and a free complimentary ticket is issued for one teacher for every party of 20 students. The shows, which the Museum houses specially for school parties, include the 'Sky Show – Sun, Moon and Stars' and 'The New Solar System'. 15

Dr John Kwong is the Managing Director of the Museum and he has a staff of over 100 people. He has seven Senior Managers - Education, Marketing, Supplies, Catering, Support Services, Information Technology and Finance – who are each responsible for a team of people. 20

The Marketing Manager has presented John Kwong with the following figures for visitor numbers during the last three years from the database.

Table 1 – Number of visitors during the last three years

	Year 2000	Year 2001	Year 2002
Regulars who visit twice per year	301,000	356,000	411,000
New visitors	413,100	501, 045	512,000
School Parties	11,409	13,570	15,600

The visitor figures indicate that the museum is increasing the numbers of visitors year on year. However, the Marketing Manager, Issi Chang, feels that there should be effort put into encouraging more school parties to attend and she suggests that a new position of 'Schools Liaison Officer' should be created. 25

One of the events for 2004 will be a new innovative 'Sky Show', to be called 'Cosmic Voyage', which will be suitable for secondary school students. This show will employ cutting-edge technology and state-of-the-art computer animation. The students will be taken onto a thrilling journey from the 'Big Bang' to the present civilisation. The Education Manager, Melvyn Hoy, is trying to book a world famous scientist to launch this new event in 2004. 30

Issi Chang, the Marketing Manager, appointed a new member of staff 12 months ago, to manage the Museum's website and public relations. However, she feels that this member of staff (Mai Lin) is not integrating well with the other staff and she is quite concerned about this issue. Issi also feels that Mai Lin should be given a performance appraisal review to identify some of the issues. 35

NB the information given in this case study is based on the Hong Kong Space Museum but the content does not represent in any way the situation within the Hong Kong Space Museum.

You must attempt all of the following tasks.

1 Issi Chang, the Marketing Manager, feels that one reason why Mai Lin has not integrated with the other staff is the result of poor communication.

(a) Using examples from the case study explain **three** possible causes of poor internal communication which may be present within the Museum. **[6]**

(b) Identify and explain **four** types of two-way internal communication which could be used within the Museum. **[8]**

(c) It appears that Mai Lin has a problem with the following types of communication. Explain each of the following and give one example for each:

(i) paralanguage

(ii) metacommunications

(iii) non-verbal communications

[6]
[Total: 20]

2 Issi Chang is considering the use of email to contact visitors to promote the Museum. She has been able to buy a database of email addresses of people located in China, Hong Kong and Kowloon.

(a) Explain **three** advantages and **three** disadvantages of using email to promote the Museum. **[12]**

(b) Using information from the case study explain how Issi could use the following to help target potential visitors:

(i) Database of previous visitors' addresses

(ii) Desk top publishing software

(iii) Website

[8]
[Total: 20]

3 Mai Lin has been asked to write a number of different internal and external written communications. Prepare the following:

(a) (i) A letter to school teachers explaining the new attractions for the forthcoming year. (You may 'create' any information to help) **[6]**

(ii) A memorandum to internal staff explaining the new attractions and the need to ensure that a good level of customer service is evident. (You may 'create' any information to help) **[6]**

(b) Explain to Mai Lin **two** advantages and **two** disadvantages of:

(i) external letters

(ii) internal memoranda

[8]
[Total: 20]

- 4 Issi Chang is concerned about Mai Lin and decides to undertake a performance appraisal review in the form of an interview with Mai Lin.
- (a) Explain **four** types of question which Issi could use in the interview and give an example of each type. [8]
 - (b) Explain **three** ways a performance review interview would differ from a recruitment interview for the new 'Schools Liaison Officer' post. [6]
 - (c) Identify and explain **three** different types of business interviews which a manager may be expected to undertake within his or her role. [6]
- [Total: 20]**
- 5 You have been asked to prepare a chart to illustrate the figures for schools in Table 1.
- (a) Present this data using the most appropriate method. [10]
 - (b) Explain the following types of visual charts:
 - (i) Gantt chart
 - (ii) Flow chart
 - (iii) Pie chart [6]
 - (c) Explain **two** ways computer software can be used to enhance the presentation of complex information. [4]
- [Total: 20]**