

CAMBRIDGE INTERNATIONAL EXAMINATIONS  
Cambridge Career Award in Business  
Advanced Level

**EFFECTIVE BUSINESS COMMUNICATION**

Core Module

**5172/01**

October 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 attempt all the tasks which follow.**

(Some of the information in the following case study is fictitious)

### **Case Study: The 2008 Olympics in Beijing**

In 2008, China will be hosting the Olympic Games. China is calling these games the "People's Olympics", and they are to be held in Beijing, which is ready to become a truly international city. Beijing is showing a new, vigorous image through its on-going economic reforms.

By hosting the People's Olympics, there will be an emphasis on the value of human talent, ambition and achievement. Indeed, the organising committee sees the Olympic Games as an opportunity to encourage exchange and harmony between various cultures and people. 5

By hosting the Olympics Games, China aims to strengthen public awareness of environmental protection and promote the development and application of new technologies. The Chinese people love sports. The nation's athletic enthusiasm is evident in wide participation in sports activities among its 1.25-billion population, and the distinctive achievements of Chinese athletes at previous Olympic Games. 10

Celebrating the Games in Beijing in 2008 will offer a unique opportunity to inspire and educate a new generation of Chinese youth with the Olympic values, and to promote the Olympic spirit and the cause of sport in China and the world.

### **The Olympic Organising Committee** 15

The Beijing 2008 Olympic Games Bid Committee (BOBICO) is in charge of all matters relating to Beijing's bid for the 2008 Olympic Games. BOBICO was founded on September 6, 1999. The committee is made up of 10 departments. Its members include athletes, personnel from the education, science and culture circles and people from other social sections, as well as officials from the Beijing municipal government, the State General Administration of Sport, and departments of the Central Government. 20

### **Sponsorship**

More than US\$600 million is expected to be raised from the international sponsorship of the 2008 Games. A similar amount could be expected to be raised from domestic sponsorships within China from companies wanting to offer their services such as banking, insurance, telephones and including the official supplier of ice cream, and waste management services. Indeed, the committee aims to have the major corporate sponsors signed up before the 2004 Games in Greece, well ahead of the event. 25

The games are seen to be the biggest ever marketing opportunity for China and they are currently starting to develop the marketing plan. The plans for the marketing programme include a nationwide contest in China to design a new logo for the 2008 Olympics to replace the well known logo which was used for the Beijing bid. It aims to generate a new look with fresh marketing potential. 30

"The Olympics have already speeded up the pace of change in Beijing and across China," says Mr. Liu Jing-min, Vice Mayor of Beijing and Executive Vice President of the Beijing 2008 Olympic Games Bid Committee. "The Gallup survey (a market research company) demonstrates that the people of Beijing embrace these changes, welcome the world to our city, and are prepared to host a great Olympics." 35

The Gallup survey indicated that a very high percentage of respondents supported Beijing's bid to host the 2008 Olympic Games. They cited the following as their main reasons. 40

- 21 per cent of respondents said they believe the Beijing Olympics will promote positive social and economic change in China
- 17 per cent of respondents believe the Games will stimulate economic growth in Beijing
- 15 per cent believe the games will help accelerate the development of infrastructure and environmental protection 45
- 10 per cent support Beijing's bid for the status it will give to the city
- 17 per cent of respondents wanted to be volunteers
- 11 per cent of respondents felt that it would help their own businesses
- 9 per cent felt that China needed an opportunity to raise its profile world-wide

**You must attempt ALL of the following tasks.**

- 1 The organising committee are very concerned that communications to all potential sponsors are effective throughout the planning of the games.
- (a) Evaluate **three** two-way communications methods, which the committee could use to communicate to potential international sponsors. [6]
- (b) Identify and explain **four** main barriers to communication, which may be experienced by international sponsors. [8]
- (c) Explain the characteristics of a press release, which could be sent to all the potential international sponsors. [6]
- [Total: 20]**
- 2 The Marketing Director has indicated that corporate sponsorship needs to be gained as soon as possible.
- (a) Write a letter to the potential corporate sponsors with the aim of trying to get them involved with sponsorship of the games (You may create any information to help). [8]
- (b) Explain the structure of a formal business report on the Olympic Games. [8]
- (c) It has been decided that the report and letter should be sent to each potential sponsor electronically. List **four** disadvantages of using electronic communications for this. [4]
- [Total: 20]**
- 3 It is important that the organising committee arranges for the volunteers to be recruited within the next year.
- (a) A meeting is going to be called to organise and plan the recruitment process. Write the agenda for this meeting. [4]
- (b) Explain what the committee will have to do to prepare for recruitment interviews for the volunteers. [8]
- (c) Suggest **four** different types of questions and give an example of each which could be used for these recruitment interviews for the volunteers. [8]
- [Total: 20]**
- 4 The organising committee realise that they are not yet working well as a group.
- (a) Explain **four** reasons why there may be conflict within the group at present. [8]
- (b) Explain **four** characteristics of an effective group. [8]
- (c) Suggest how the group should work more positively to be effective. [4]
- [Total: 20]**

5 The data from the Gallup Survey is to be used within a press release.

(a) Construct a bar chart for the Gallup Survey responses included in the case study (lines 41-49) [10]

(b) Explain the advantages and disadvantages of the following types of communication:

(i) a pie chart

(ii) a line graph

(iii) a table

[10]  
[Total: 20]

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