UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Diploma Standard Level

MARK SCHEME for the May 2007 question paper

CAMBRIDGE INTERNATIONAL DIPLOMA IN BUSINESS

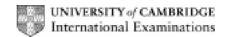### 5162 Effective Business Communication, Maximum mark 100

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began.

All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes must be read in conjunction with the question papers and the report on the examination.

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UNIVERSITY *of* CAMBRIDGE
International Examinations

1   Jitinder is very concerned that with the growth and expansion of the business, good internal communications are maintained.

   (a) Explain *four* reasons why it is important that Jitinder keeps the employees in his office in India up to date with the developments in Sigma Accessories (Export) Ltd.   [8]

   Answers should include points as follows:

   - Communication is necessary to businesses to operate successfully
   - Sigma Accessories (Export) Ltd (SAEL) need to convey clear messages to internal staff so they know how the business is changing and the impact it has on the workforce
   - SAEL need to be able to send and receive information effectively in order to maintain two-way communications
   - Staff within Sigma will need to able to communicate effectively with customers and be able to communicate necessary information to them in an informed and precise manner – they should not be mislead

   (2 marks per point – only 1 mark per point if it is not expanded.)

   (b) Jitinder wants to communicate to the existing staff based in India his plans for the opening of offices in the UK and USA.

   Taking into account the different groups of employees, suggest the *three* methods of communication Jitinder could use to communicate the news effectively.   [6]

   Students should select any three from the following:

   - Team briefings
   - Team meetings
   - Seminars
   - Information Sharing (Info Share)

   Students should choose these methods because they enable two-way communications. Answers that include reports, memos, emails or memos should not be rewarded because they are forms of one-way communications.

   (2 marks per point – but only 1 mark per point if not expanded)

   (c) Gaurav is keen to start communicating to customers about the opening of the offices in the UK and the USA.

   Suggest *three* effective methods of communication that Gaurav could use to communicate to the customers of Sigma Accessories (Export) Ltd the news of the opening of the offices.   [6]

   Answers should include points from the following:

   - Letters
   - Emails
   - Face-to-face visits
   - Telephone calls
   - Sigma Website

   Students may also make reference to special mailings

   (2 marks per point if expanded – only 1 mark per point for non-expansion of the point)

[Total: 20]

2 Jitinder has arranged to go and meet one of his major customers in the UK to tell them about the opening of the new offices in the UK office and USA, and how that will improve Sigma's service and support.

(a) Write a letter to the customer in the UK, confirming that Jitinder will be travelling to the UK to meet with them on the agreed date in order to discuss the opening of the office. You can create any necessary details. **[12]**

The letter should conform to the following format:

- Logo or letter heading of the company
- Date
- Reference – title
- Appropriate salutation – Dear Mr/Mrs (Personalised for customer)
- The content of the letter
- Inviting them to confirm the meeting can go ahead
- Appropriate closure
- Signature (in this instance – Yours sincerely)

Marks should be allocated on the basis of:
6 Marks for layout – i.e. layout being logo, date, reference, salutation, closure and signature (1 mark for each)
6 Marks for content

(b) Write a memo to Gaurav asking him to prepare a presentation for Jitinder to take with him on his UK visit, about the opening of the new offices in the UK and the USA and the improved services and support this will provide to customers. **[8]**

Answer should be as follows:

The memo must conform to company style
- Logo
- Date
- To: (This must be Gaurav)
- From:
- Subject
- Body/content of the memo
- Telling Gaurav to prepare a presentation – benefits of the changes in the export services and support
- Appropriate conclusion
- Initials or signature

The content and tone of the memo should be one of asking Gaurav to do something positive towards the opening of the UK and US offices, and of presenting something professional to support that.

Marks should be awarded on the basis of:
4 marks for content
4 marks for layout and structure – Logo, date, to/from, appropriate signature (4 x 1 mark)

3 (a) **Jitinder has asked you to arrange a meeting in the office in India with the buyers, so that they can start to plan for the setting up of the new internet operations.**

Identify and explain *four* characteristics of a successful meeting.   **[8]**

Answers should include:

The meeting should:
- Be well organised
- Have an agenda
- Have a chair person and a minute taker
- Have a purpose/aims and objectives
- Have minutes taken to record the event and the pending actions.

Students should be able to identify and explain four from the above

(2 marks per point – 1 mark for identification and 1 mark for elaboration)

(b) **Suggest *four* factors that will affect the group of buyers when they work together in a team to plan for the internet operations.**   **[8]**

Answers should include the following:

- Size of the group
- Group culture
- Relationships within the group
- Group process
- Expectation of the group
- Expectation of the individuals within the group

(2 Marks per point – 1 mark for identification and 1 mark for elaboration)

(c) **Identify *two* forms of 'non-verbal' communications and *two* forms of 'verbal' communications that should be avoided if the meeting is going to be a success.**   **[4]**

Students should be able to answer the following:

Two types of non-verbal communication – could be poor use of facial expressions and gestures, i.e. staring or glaring, poor eye contact, folded arms, hands behind head, finger pointing

Two types of verbal-communication to be avoided – shouting, raising voice, use of bad language

(1 mark for each of the four forms of communication stated)

4 (a) **Jitinder has asked you to set up recruitment interviews for the new Internet Team, which will be involved in the development of the new website for Sigma Accessories (Export) Ltd.**

Identify *four* purposes of holding recruitment interviews for the new team. [4]

Answers should include the following:

- To identify the personal characteristics of the person being interviewed
- To assess the interviews skills versus those required for the job
- To tell the interviewee about the company
- To enable the interview to ask questions about the company
- To assess if the interviewee will fit into the company – i.e. does he/she have the right personality traits and skills
- To assess if the interviewees personal appearance is acceptable
- To determine if the interviewee can be punctual

(1 mark per function stated)

(b) **Explain the meaning of each of the following:**

(i) **Semi-structured interviews;** [3]
(ii) **Non-structured interviews.** [3]

A semi-structured interview includes some major questions and follow-ups planned and framed prior to the interview.

Non-structured interviews have no pre-arranged schedule or pre-prepared questions, it is based upon what instinctively happens on the day.

(c) **To help Jitinder with the interviews, write a set of guidelines on how to plan for interviews for the new Internet Team.** [10]

The guidelines for planning the interview should include the following:

- Identify the aims and the purpose of the interview
- Decide who should be present at the interview
- Decide on the types of questions, open, closed, scenario based etc
- Determine how the two-way flow of information should take place
- Determine how the interviewer should set the tone for the interview
- How to chose the appropriate location and time and collect all of the necessary information
- The importance of listening carefully and recording relevant information
- How to make notes at critical times during the interview, and identify any forms that may need to be completed
- How to make follow up notes after the interview
- How to determine who to accept for the role, and how to write acceptance and rejection letters appropriately.

Level 1: Demonstrates a limited knowledge and understanding [1-3]

Level 2: Demonstrates a clearer understanding of the planning stages [4-7]

Level 3: Demonstrates a full and detailed analysis of the stages [8-10]

[Total: 20]

5 (a) **Gaurav wants to prepare an innovative and informative presentation for Jitinder to take to the UK with him.**

Explain why the following types of visual aids will be helpful to customers in understanding information about sales and exports for Sigma Accessories (Export) Ltd:

  (i)   **bar Chart;**   **[3]**
 (ii) **pie Chart;**   **[3]**
(iii) **line Graph.**   **[3]**

Bar chart – this is useful because it has a series of bars that can be presented vertically or horizontally and can represent totals or amounts being compared using a common scale

Pie chart – this is useful because it has a circular impact, representing percentages as slices in a cake. However, it is less useful for presenting comparative data. (Students should identify this) It can be used if two pie charts can be put side by side.

Line graph – this is useful because it can plot several sets of information in a line, and the relationship to one another can be identified through the use different coloured lines, hatched lines etc – it can also be vertical or horizontal.

(3 Marks per point discussed in detail)

(b) **Jitinder has recognised that he will need to change the organisational structure of the business to accommodate the new UK and USA staff.**

Explain why organisation charts are helpful in understanding organisational Structures.   **[5]**

Answers should include the following:

- Show the level of authority and responsibility
- Show the lines of communication
- Show the status of the organisation

Level 1 – A list of points with no elaboration   **[1-2]**

Level 2 – A brief explanation of a minimum of two of the above   **[3-5]**

(c) **Explain three ways in which Gaurav could use technology to improve the presentation he is preparing for Jitinder.**   **[6]**

Gaurav could use a range of software packages to enhance his presentation such as:

- Power Point presentation
- Graphics
- Constructed charts
- Animated technology
- Multimedia aids (using sound and motion)

(2 marks for each of the three ways mentioned – one for identification and one for elaboration)