

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge International Diploma Standard Level

MARK SCHEME for the October 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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CIE is publishing the mark schemes for the October/November 2007 question papers for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level syllabuses and some Ordinary Level syllabuses.

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1 The staff working at George’s Diner, wherever they are in the world, are known for being youthful, energetic and good communicators.

(a) Suggest *four* reasons why it is important to communicate effectively with customers in George’s Diner. [8]

Answers should include:

- Necessity for a business such as George’s Diner to be successful
- Being able to find out customer needs and wants
- The necessity to have two-way communications to enable dialogue between customers and the organisations
- Being able to ensure customers have the opportunity to feedback on their views and experiences
- Need to be able to provide the customer with helpful information
- Need to develop and maintain a relationship with customers

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

(b) When taking orders, the waiters and waitresses use a combination of open and closed questions.

Explain the differences between the *two* types of questions and provide *one* example for each question type. [6]

An open question enables the waiter to enquire in detail about the needs of the customers for example asking ‘why’, ‘where’ questions – for example “Why do you like eating in George’s Diner?”

A closed question is about gaining information without detailed discussion for example “Would you like your steak medium or well done” – Answer would be “yes” or “no”.

(Marks should be allocated on the basis of 2 marks per explanation and 1 mark per example provided)

(c) George’s Diner is keen to involve their employees and allow them to do their best.

Suggest *three* methods of two-way communication which the managers of local George’s Diners could use to involve their staff, exchange ideas and keep them up-to-date with changes. [6]

Answers should include the following:

- Team briefings
- Team meetings
- Brain storming/idea generation meetings
- Seminars

Forms of written communication should not be accepted.

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

[Total: 20]

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2 George’s Diner is keen to train its staff to work to the best of their ability. It has arranged for an external training company to come to George’s diner to undertake an ‘effective business communications’ training programme for the bar staff.

(a) Write a letter to the training company. Confirm the arrangements for the training programme which will take place for two days next week. Create all 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 that the training can go ahead
- Appropriate closure
- Signature (in this instance – Yours sincerely)

Marks should be allocated on the basis of

6 Marks for layout

6 Marks for content

(b) Write a memo to the bar staff in a local George’s Diner restaurant, confirming that their training programme in ‘effective business communications’, will take place next week. Create any necessary details.

[8]

Answer should be as follows:

- The memo must conform to company style
- Logo
- Date
- To: Bar tenders
- From: You (i.e. your name or role in the organisation)
- Subject: Re: Training
- Body/content of the memo –
- Telling bar tenders about attending an ‘effective business communications’ course in the following week
- Appropriate conclusion
- Initials or signature

The content and tone of the memo should be encouraging them and putting a positive spin on the value of attending such training courses.

Marks should be awarded on the basis of:

4 marks for content

4 marks for layout and structure

[Total: 20]

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3 Group work is essential in a restaurant like George’s Diner, as everyone has to work efficiently and effectively together in order to provide the best possible service to its customers.

(a) Identify and explain *three* reasons why it is important for such groups to be formed in business organisations. [12]

Answers should include the following:

- To engender a sense of belonging – group members may be better motivated as a result of this
- To achieve common goals – to ensure that all group members are working to the same ends
- To ensure that there is an exchange of good practice within the workplace
- To effectively share the work-place – i.e. to share resources, share space and work well together

(Marks should be allocated on the basis of 2 marks per point for 3 points – 1 point for identification and two for elaboration)

(b) George’s Diner has regular group meetings.

Suggest *four* common elements of a meeting which are relevant to any business organisation. [8]

Students should be able to identify four from the following:

- Every meeting has a chair person
- Every meeting has a minutes secretary
- Every meeting has an agenda
- Desired aims have been identified
- Members have an interest in the decisions and outcomes
- Action points are identified and followed up
- Meeting takes place in a limited timescale
- Individuals have assumed leadership or are elected

(2 marks per point – 1 for identification and one for elaboration – maximum of four points required)

[Total: 20]

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4 George's Diner undertakes a range of external and internal interviews with potential and existing staff.

(a) Describe the following types of interviews:

- (i) an appraisal interview; [3]
- (ii) a disciplinary interview; [3]
- (iii) an employment interview; [3]
- (iv) a counselling interview. [3]

An **appraisal interview** is an internal interview between an employee and his/her line manager discussing the employees' performance, training requirements and future objectives for the forthcoming period of time e.g. 6 or 12 months.

A **disciplinary interview** is where an employee is disciplined for unacceptable behaviour relating to their job of work, or place of work – it could be for poor performance, theft, poor time keeping etc.

An **employment interview** is whereby a person is interviewed for a position within an organisation.

A **counselling interview** is where an employee has an opportunity to discuss potential problems with an employment counsellor, or even a private counsellor. They can discuss difficulties in a neutral environment, and in confidence. They will be given impartial advice to try and help them through their difficulties.

3 marks per type of interview – 3 x 3 marks.

(b) Explain how to structure an employment interview for new waiters and waitresses who will be interviewed for new positions at your local George's Diner. [8]

Answers should include the following:

- Openings and introductions
- Aims and objectives of the interview
- Who's who in the interview panel
- Questions about the interviewee and their experience
- Questions about how the interviewee may do parts of the role
- An opportunity for the candidate to ask questions
- Summing up of the interview
- An outline of next steps

Students should work on the basis that a structured interview is timed and planned.

Level 1 – Students should provide a basic understanding of the components of a structured interview. (1-4 Marks)

Level 2 – Students should be able to identify a structure which is planned and timed, and includes a two-way process of answering questions, giving guidance on the outcome and closing effectively. (5-8 Marks)

[Total: 20]

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5 The restaurant manager of a local George's Diner is making a presentation to staff on sales of meals, drinks and beverages for the last quarter compared to the same quarter in the previous two years.

(a) Explain *one* advantage and *one* disadvantage of using the following graphical forms for presenting comparative data:

(i) a line graph; [4]

(ii) a bar chart; [4]

(iii) a table. [4]

Line graphs enable lines to follow trends over time, and can include the interaction of two variables. It can follow a number of different trends at any one time. A disadvantage is that it can get too cluttered and difficult to follow.

A **bar chart** is a series of bars representing totals and amounts, and can be used for comparing items using a common scale. Disadvantage is that it can only provide a limited amount of information.

A **table** is an easy way to store information and present data – however, a disadvantage is that it can be difficult to follow if there is too much information in it.

4 marks per graphical form – 2 marks for the advantage and disadvantage for each.

(b) Explain the purpose and benefit of using a flow chart when training a group of staff in how to use the computerised tills within a George's Diner. [4]

Students should be able to provide the following points:

Purpose: A flow chart plots various operations of a system and gives a graphical picture of what needs to be done

Benefit: It outlines everything step by step in order of sequence

(c) Explain *two* ways in which multi-media aids can help organisations such as George's Diner to improve the presentation of its marketing information. [4]

Students should be able to provide the following points:

- It enables George's Diner to improve the presentation of their information
- Makes it more lively, interesting attractive
- It enhances the information
- It can include still pictures and sound, or moving pictures and sound
- It enables sound communications to be communicated via radio frequency and TV in many places at any one time.

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

[Total: 20]