



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge International Diploma in Business
Standard Level

EFFECTIVE BUSINESS COMMUNICATION

5162/01

Core Module

October 2012

2 hours plus 15 minutes' reading time

Additional Materials: Answer Booklet/Paper

READ THESE INSTRUCTIONS FIRST

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.

Attempt **all** tasks.

Start each task on a new piece of paper.

Please leave a margin on the right and left hand side of each new page.

At the end of the examination, fasten all your work securely together, in the correct order.

The number of marks is given in brackets [] at the end of each question or part question.

* 3 2 2 2 2 9 8 7 1 4 *

This document consists of **4** printed pages.

You must read the case study below and attempt ALL of the tasks which follow.
(This case study is fictitious.)

Bilco plc

Bilco plc is an international company well known for its involvement in a variety of industrial sectors. These sectors include steel factories in all major countries and copper and silver mining in South Africa.

Bilco plc currently employs 25 000 people working in two silver mines close to a town in South Africa. The surveyors have now found an underground deposit of silver and the company is deciding whether to open an additional mine. The Directors of the company have met and are fully aware that opening a new mine will require a huge financial outlay. To raise this amount of capital, the company will need to raise additional funds by selling more shares on the stock exchange and to investigate the possibility of asking the bank for a business loan. The finance is required, not only in terms of building the new mine, but also to meet the health and safety requirements as safety is a key requirement for mining. There is also the issue of recruitment and training of additional miners for the new mine. A decision was made at the meeting to ask if some of the existing miners wanted to transfer their jobs and work in the new mine.

The Chairman and the Finance Director are making arrangements to fly from Hong Kong to South Africa to meet with the surveyor and the management team of the two existing mines to discuss the way forward.

The meeting is going to involve the following people:

Mr Brian Jones – Managing Director and Chairman of Bilco plc
Mrs Silvia Chan – Finance Director of Bilco plc
Mr Peter Wong - Human Resource Manager of the South African mines
Miss Petra Khan - Surveyor for the new mine
Mrs Patricia Simpson – Manager of one of the existing mines
Mr Simon Woodhead – Manager of the new mine.

The meeting is to be held on Thursday 15 November 2012 in South Africa. Mr Jones has decided to arrange the meeting at The Regency Hotel in Cape Town to start at 10am. Mr Jones and Mrs Chan will fly into Cape Town on the Monday and both will visit the two existing mines on the Tuesday. On the Wednesday they will visit the area for the proposed new mine. They will both fly back to Hong Kong on the Friday morning.

You are the Personal Assistant to Brian Jones.

You must attempt ALL of the following tasks:

Where appropriate use information from the case study to support your answer.

1 With the opening of the new mine, Brian Jones is concerned that good internal and external communications are maintained.

(a) Explain **four** reasons why it is important that Brian Jones keeps all stakeholders up to date with the developments in South Africa. **[4 x 2 = 8]**

(b) Brian Jones wants to communicate with the mine workers in South Africa about the company's plans to open a new mine. Suggest **three** methods of communication that Brian Jones could use to communicate the news effectively. **[3 x 2 = 6]**

(c) Brian Jones is aware that he will need to call a shareholders' meeting, as the company will need to raise money by selling shares on the stock exchange in order to finance the opening of the new mine.

Identify **three** forms of **non-verbal** communication and **three** forms of **verbal** communication that Brian Jones should use to ensure that the meeting is a success. **[6 x 1 = 6]**

[Total: 20]

2 Brian Jones has called a meeting in Cape Town, South Africa to discuss the opening of the new mine.

(a) Write a letter to Peter Wong confirming that Brian Jones and Silvia Chan will be travelling to South Africa to meet with a number of staff on the agreed date to discuss the opening of the new mine. You can create any necessary details. **[12]**

(b) Write an email to Miss Petra Khan asking her to prepare a presentation for the meeting. The presentation will take place at 10.30 am. Remind her to include her findings regarding the survey of the mine. **[8]**

[Total: 20]

3 Brian Jones has asked you to make preparations for the meeting in Cape Town.

(a) Explain **five** characteristics of a successful meeting. **[5 x 2 = 10]**

(b) Describe **four** factors which could influence group effectiveness of the employees when the new mine opens. **[4 x 2 = 8]**

(c) List **two** reasons why groups are formed within the workplace. **[2 x 1 = 2]**

[Total: 20]

- 4 Peter Wong has to set up the recruitment interviews for the new mine workers.
- (a) Identify **four** purposes of holding recruitment interviews for the new mine employees. [4 x 1 = 4]
- (b) Peter Wong has decided to update his guidelines on how to plan for recruitment interviews. Explain **five** characteristics of a successful recruitment interview. [5 x 2 = 10]
- (c) Explain the meaning of each of the following:
- (i) grievance interview [2]
- (ii) performance appraisal reviews [2]
- (iii) disciplinary interviews [2]
- [Total: 20]**
- 5 Petra Khan is now preparing her presentation for the meeting. She will need to include a forecast of the predicted amount of silver to be mined over the next three years.
- (a) Explain why the following types of visual aid will be helpful to Petra Khan during the presentation.
- (i) bar chart [3]
- (ii) pie chart [3]
- (iii) line graph [3]
- (b) Petra Khan has contacted you regarding the presentation. Give **three** examples of how technology can improve the visual communication of Petra's presentation. [3 x 2 = 6]
- (c) Explain why a Gantt chart could be useful when planning the opening of the new mine. [5]
- [Total: 20]**

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