



No. of Pages - 13
No of Questions - 07

SCHOOL OF ACCOUNTING AND BUSINESS
BSc. (APPLIED ACCOUNTING) GENERAL / SPECIAL DEGREE
PROGRAMME

YEAR I SEMESTER II (Intake IV – Group A)
END SEMESTER EXAMINATION – APRIL 2016

BCM 10225 Business Communication II

Date : 8th April 2016
Time : 5.30 p.m. - 8.0.0 p.m.
Duration : Two and a half (02 ½) hours

Instructions to Candidates:

- Write the Index Number in the space provided at the top of this sheet. Do not write your name anywhere in this question paper.
- Answer **ALL** questions in this paper itself.
- This paper consists of four parts (A,B,C and D)
- The total marks for the paper is 100.
- The marks for each question are shown in brackets.
- Answers should be written neatly and legibly.

Part A: LISTENING

Question No. 01

Listen to this short speech on ‘Africa’ and underline the correct answer to each question, A, B, or C.

You will hear the extract twice only.

Africa

1. How many countries are there in Africa?
 - A. 15
 - B. 63
 - C. 53

2. Which part of Africa is tropical?
 - A. North
 - B. Middle
 - C. South

3. Where in Africa is the Kalahari Desert situated?
 - A. North
 - B. Middle
 - C. South

4. According to the speaker which herbivores can you see in Africa?
 - A. Giraffes, elephants and hippos
 - B. Elephants, hippos and crocodiles
 - C. Giraffes, lions and elephants

5. How many people live below the poverty line in Africa?
 - A. 318 million
 - B. 380 million
 - C. Not mentioned

(Total 10 Marks)

Part B: SPEECH

Question No. 02

The following conversation took place at a job interview. Write an appropriate question to the answer provided by **Caesy Collins** at the interview.

You should write only one grammatically correct and meaningful question for each blank.

Ms. Vallard:
.....

Caesy Collins: Sure. I was responsible for overseeing about 30 employees. I did all of the ordering for the store, and I kept track of the inventory.

Ms. Vallard:
.....

Caesy Collins: Probably handling angry customers was the most difficult part. We didn't have them very often, but when we did, I needed to make sure they were well taken care of. It was part of my job. After all, the customer is always right.

Ms. Vallard:
.....

Caesy Collins: I was there for 3 1/2 years. I left the company last month.

Ms. Vallard:
.....

Caesy Collins: Well! To be honest, I felt I needed to move on. I felt it was the right time to leave. And also I understand your company has an opening there?

Ms. Vallard: Yes, that's right, we do. But the position won't start until the middle of next month.
.....

Caesy Collins: No, not at all. My husband's new job doesn't begin for a few weeks, so we

thought we would spend some time driving upcountry and stop to see my parents.

Ms. Vallard: That sounds nice. Thank you for coming in today. We will let you know our decision. Good bye!

(Total 10 Marks)

Part C: READING

Question No.03

Read the following passage about communication in business and answer the questions below.

Defusing the Bomb

By BRAD AGRY

- (a) Communicating with someone who is angry is one of the most difficult business challenges a business owner can face. Whether this angry person is a customer, client, an employee or outside third party, being on the receiving end of their heightened emotions is stressful. The challenge of someone pounding their fist, shouting at you or making unfair demands, forces you to respond as a disciplined, controlled and effective communicator. When you are put face to face with hostility, the natural human response is to react in kind; however, in most situations this is not an effective strategy.
- (b) The key to breaking the cycle is to establish a mutual understanding. By finding a common ground, you can resolve the conflict and begin to build communication, step by step. In order to be an effective communicator you need to shift the exchange from the emotional to the rational. When faced with a situation where an angry and demanding individual or group has a list of complaints, the owner/manager needs to communicate both an understanding of their grievances and a willingness to collaborate to address them.
- (c) The four simple steps to 'defuse the bomb' are: Inquire: Being a focused listener calls for inquiring about the other person's issues and concerns. The goal is to not interrupt and to encourage them with eye contact and head nods. Empathize: This means to connect with somebody on their emotional level. To relate to them you must first say, "I (appreciate,

understand or share) your (frustration, doubt or concern)." Then, you must commiserate by saying how in the past you too have felt similarly. Ask permission: Asking whether or not an angry person would like to hear some relevant information puts them in control, and thereby decreases their tension. Permission questions communicate that you are a reasonable person doing your best to reach an understanding. Explain and offer choices: It's soothing for the upset individual to have a choice of solutions explained to them. The more solution options you offer for a course of action, the greater their sense of control becomes. This puts them in a more rational state where you can together begin to resolve the situation.

- (d) It is important to realize that this model does not always move in a simple and linear fashion. You may often find yourself in a situation when some residual anger surfaces just when you thought the problem had been solved. You may have to recycle through the model again or spend a longer time on individual steps. For example, an angry customer may take a long time to vent their initial anger. Remembering that anger is essentially fear turned inside out, you must let them express it all before you can move to a more rational platform of cooperation.

(<http://www.bspage.com/1article/art-bomb.html>)

- i. Read the following statements and decide whether they are true or false according to the text above. Circle the correct answer.

(06 marks)

1. Well-trained communication skills help a business person get out of a tensioned situation successfully. T / F
2. In most situations, when put face to face with hostility, one should react in kind. T / F
3. It is more important to show an understanding of your partners' grievances than to try to solve them. T / F
4. Empathy means relating to the others' problems. T / F
5. Asking for permission helps to increase your partner's sense of being in control of the situation. T / F
6. It is important to let the other party relieve their tension before you go on with your business transaction. T / F

- ii. Match the following **Main Idea** sentences to the correct paragraph in the article.
Write the letter (a, b, c, or d) of the paragraph in the blank against the Main Idea sentence.

Note: There is one statement that you do not need. Write 'extra statement' against it.

1. Therefore, it's important to change our approach and be logical in our responses.....
2. There is a simple four-stage model that we can follow.....
3. Explaining and offering solutions give a sense of control to your partner.....
4. However, it will be necessary to adapt the model in each situation.....
5. Responding angrily towards an angry person is not effective in most situations.....

(08 marks)

- iii. Write a sentence using the following word to bring out its meaning:

1. Rational:

.....
.....

2. Inquire:

.....
.....

3. Empathise:

.....
.....

(03 marks)

- iv. Evaluate this article in terms of professional written English. Do you think this is a well-written/organised text? Explain by giving examples.

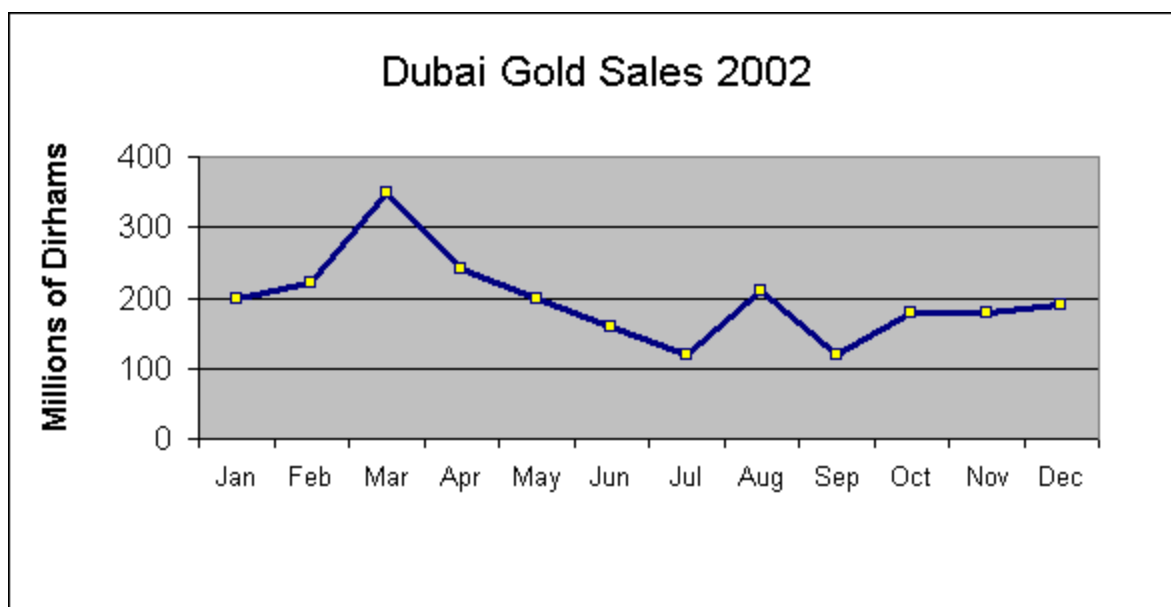
.....
.....
.....
.....
.....

(03 marks)

Question No.04

- i. The following graph depicts the monthly gold sales during the year 2002.

Complete the description of the graph by filling in the blanks with the words given in the box.



a low point	declined	doubled	drop
from	increased slightly	recovered	remained
rising sharply	sudden	to	were

In January, gold sales 1. _____ about 200 million Dirhams per month. In February they 2. _____ to Dhs 220 million, 3. _____ to a peak of 350 million dirhams in March. Over the next four months, sales 4. _____ steadily, reaching 5. _____ at 120 million dirhams in July. In August, there was a 6. _____ increase. Sales almost 7. _____, rising 8. _____ Dhs 120 million in July to Dhs 210 million in August. This was followed by a 9. _____ in September to Dhs 120 million. From September to October, sales 10. _____ from Dhs 120 million to Dhs 180 million. In October and November, sales 11. _____ steady, and there was a small increase in December 12. _____ 190 million dirhams.

(12 marks)

Question No.05

Look at these descriptions of some graphs. The first sentences contain adjectives and nouns. Complete the second ones using verbs and adverbs.

Example:

There had been a dramatic rise in the Nikkei Index.

The Nikkei Index *rose dramatically*.

1. There was a substantial fall in the Nikkei Index in 1992.
2. The Nikkei Index _____ in 1992.
3. There was a slight increase in the number of times Mrs. Thatcher was mentioned in late 1991.
4. The number of times Mrs Thatcher was mentioned _____ in 1991.
5. There was a steady growth in GPD in the Philippines from 1986 to 1988.
6. GPD in the Philippines _____ from 1996 to 1988.
7. There was a dramatic drop in the imports expenditure in Philippines during 1986 to 1988.
8. The imports expenditure in Philippines _____ during 1986 to 1988.

(08 marks)

(Total 40 Marks)

Part D: GRAMMAR/WRITING

Question No. 06

A. Select the most appropriate word to complete the sentences.

1. We went out the rain.
 - a.in spite of
 - b.in spite
 - c.despite of

2. She went on working it was raining.
 - a. although
 - b. in spite
 - c. in spite of

3. She went to work the fact that it was a holiday.
 - a. in spite
 - b. in spite of
 - c. either could be used here

4. she didn't like the cutlet, I enjoyed it very much.
 - a. Although
 - b. Despite
 - c. However

5. I had invited him;, he didn't come.
 - a. although
 - b. despite
 - c. however

6. It was fun, dangerous.
 - a. though
 - b. despite
 - c. in spite of

7. I was late; everybody else was on time.
- a. although
 - b. however
 - c. in spite of
8. I was late, everybody else was on time.
- a. Although
 - b. However
 - c. But
9. They managed to do it I was not there.
- a. although
 - b. however
 - c. despite
10. I went I had not been invited.
- a. although
 - b. however
 - c. either could be used here

(10 marks)

- A. There are 10 errors in the memo given below. They are in bold font. Write the correction in the space provided below.

Note: the first has been done for you.

MEMO

To: All Officers, Managers and Supervisors

From: Company CEO

Subject: Referral Agent Programme

Daemond Ltd. **1. was** implementing a new program for employees in need. The Referral Agent Programme is designed **2. to providing** the connecting link between people needing **3. assisting** and local community resources.

We have sent Ms. Martha Peterson, Ms. Leila Desmar and Mr. Neil Roberts to a **4. comprehension** 16-hour training class, sponsored by United Way. They have gained valuable information on services that **5. is** available for employees who need help. Topics **6. discuss** in the training included substance abuse, child care, domestic violence, children's health insurance and nutrition, elder care, debt **7. manage**, family counselling and more.

RAs help their co-workers take the first step toward changing their lives for the better. They work hand **8. to** hand with human resources and employee assistance personnel and are taught to respect confidentiality. In return, employers often see **9. bigger** productivity, less absenteeism and better safety and morale.

Your support will be **10. criticism** to the success of the programme. We encourage you to help market the programme and to support the work of our Referral Agents.

1.	is	6.	
2.		7.	
3.		8.	
4.		9.	
5.		10.	

(10 marks)

Question No.07

Write an essay of **about 300 words** on **one** of the topics given below:

- i. Despite advanced technology, many people, at present, die young due to negative health habits.
- ii. The importance of effective communication skills in English in your academic life.
- iii. Competitive marketing strategies create negative effects in society. What are they and how can we tackle them?
- iv. In many fields, having a professional qualification is more important than having an academic one. Discuss.

[illegible]

(20 marks)

(Total 40 Marks)