



No. of Pages - 14

No of Questions - 09

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

YEAR II SEMESTER I
END SEMESTER EXAMINATION – JANUARY 2016

BCM 20325 Business Communication III

Date : 08th January 2016
Time : 5.30 p.m. – 8.00 p.m.
Duration : Two and a half (2 ½) hours

Instructions to Candidates:

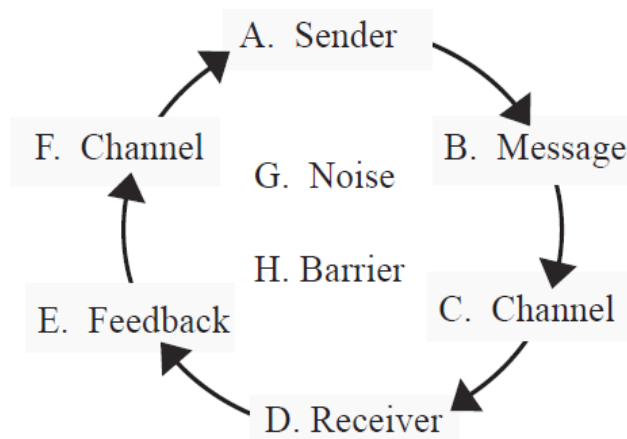
- Write the Index Number in the space provided at the top of this sheet. Do not write your name anywhere in this question paper.
- Answer **ALL** questions in this paper itself.
- This paper consists of four parts (A,B,C and D)
- The total mark for the paper is 100.
- The mark for each question is shown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

Part A: COMMUNICATION PROCESS

Question No.01

The figure below represents the process of communication. Each part is labelled with letters A-H. Following the figure are seven statements that give a *communication situation*.

Choose the part from the illustrated process that best represents the **underlined words** in the situation given. **Note:** Be sure that your choice matches the underlined portion of the statement rather than the statement as a whole.



The first has been done for you as an example:

- | | |
|--|---|
| | 1. <u>The president</u> is addressing a gathering of top accountants in the country. |
| | 2. The Minister of Finance is presenting the <u>2015 budget</u> in the Parliament. |
| | 3. A debate on oil hedging agreements is being <u>broadcast on public television</u> . |
| | 4. <u>Romani listens intently</u> and seems to understand the speech about the war on Syria. |
| | 5. Pammi <u>nods her head in agreement</u> as she listens to Jennifer speak. |
| | 6. <u>Jith tells Bianca about the football game</u> he watched on TV last night. |
| | 7. Pammi cannot quite hear Jennifer's speech because there is <u>a fire truck wailing outside the window</u> . |
| | 8. Jith uses <u>the telephone</u> to order a pizza after watching a commercial on TV. |
| | 9. Mary's <u>cell phone drops the signal</u> when she is talking to her friend. |
| | 10. Kabir cannot concentrate on the lecture because of <u>fatigue</u> . |
| | 11. My brother uses <u>sign language</u> to communicate with his friends. |

(10 Marks)

Question No.02

Use the terminology related to communication models to complete the blanks in the following passage. Write the letter (a-n) of the correct term in the blank.

Note: There are 2 extra words you do not need to use.

The self-action model of communication describes communication as a **1.** _____, one-way process in which a sender intentionally **2.** _____ a message to a receiver. This model focuses on the sender and message within a communication **3.** _____. Although the receiver is included in the model, this role is viewed as more of a target or end point rather than part of an ongoing **4.** _____. We are left to presume that the **5.** _____ either successfully receives and understands the message or does not. The scholars who designed this model extended on a linear model proposed by Aristotle centuries before that included a speaker, **6.** _____, and hearer. They were also influenced by the advent and spread of new communication technologies of the time such as telegraphy and radio, and you can probably see these technical influences within the **7.** _____. Think of how a **8.** _____ message is sent from a person in the radio studio to you listening in your car. The **9.** _____ is the radio announcer who encodes a **10.** _____ message that is transmitted by a radio tower through electromagnetic waves (**11.** _____) and eventually reaches your (the receiver's) ears via an antenna and speakers in order to be **12.** _____. The radio announcer doesn't really know if you receive his or her message or not, but if the equipment is working and the channel is free of static, then there is a good chance that the message was successfully received.

(Adapted from: <http://2012books.lardbucket.org/books/a-primer-on-communication-studies/so1-02-the-communication-process.html>)

- a. transmits**
- b. linear**
- c. model**
- d. process**
- e. message**
- f. receiver**
- g. encounter**
- h. noise**
- i. sender**
- j. decoded**
- k. the channel**
- l. barrier**
- m. verbal**
- n. radio**

(12 Marks)

Question No.03

Write a paragraph comparing the **Self-action model** of communication and the **Transaction model** of communication. *Do not write more than 100 words.*

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(08 Marks)

(Total 30 Marks)

Part B: PUBLIC SPEAKING

Question No.04

Analyse the two short speeches given below and answer the questions that follow.

Speech 1:

In spite of the fact that very few organizations keep accurate records of employee exit interviews, we can make some generalizations about why women leave positions and how long they stay. A small proportion of women leave their jobs after working less than a year. Usually, they leave because they dislike the work, their associates or supervisors, or because they have experienced an important change in their personal lives. Another small percentage leave after ten to fifteen years, and they tend to do so for personal reasons or because a job change would significantly advance their careers. Women who leave after working between three and five years are likely to do so because they feel blocked in their careers. Many trainee positions are merely interesting, moderately-paying jobs offering little opportunity for advancement. Young women find the jobs attractive when they are starting out, but become disappointed over time because they are looking for more and are qualified for more. Often, women leave jobs that they like and are good at because they watch others advance more rapidly simply because they are men.

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1. What is the topic of this speech? (1 ½ marks)

.....
.....

2. What is the general purpose of the speech? (1 mark)

.....

3. What is the specific purpose of this speech? (2 marks)

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.....

4. Write an effective 'thesis statement' for the above speech. (3 marks)

.....

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Speech 2:

Too many consumers believe in the quick fix, the easy solution, the magic ingredient, the miracle cure. And, of course, there are corporations more than ready to provide them with the product which will solve their health care problem. However, the nutrition information Americans are getting from these products may be fragmented, contradictory, and confusing, when it's not outright incorrect, according to nutritional biochemist T. Colin Campbell. Campbell, who has been conducting nutritional research for the past 25 years, is co-author of the National Academy of Sciences' report on Diet, Nutrition and Cancer, which recommended increased consumption of fruits, vegetables and whole-grain cereals. Campbell says that confusion about nutritional guidelines and chronic disease risk is directly attributable to the use of scientific data, which is much too narrowly focused for policy and marketplace purposes. As such, an independent review board is needed to interpret the nutritional data available. If such a review process is not adopted, then our understanding of common health issues will be seriously compromised.

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1. What is the topic of this speech? (1½ marks)

.....

.....

2. What is the general purpose of the speech? (1 mark)

.....

3. What is the specific purpose of this speech? (2 marks)

.....

.....

4. Write an effective ‘thesis statement’ for the above speech. (3 marks)

.....

.....

5. Evaluate the two speeches in terms of the techniques used. Which speech do you think is the most effective? Explain giving reasons/examples. (5 marks)

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(Total 20 Marks)

Part C: CONFLICT RESOLUTION

Question No.05

Select the best option for the following questions.

1. Which of these would be the best way to communicate in a conflict situation?
 - A. Adopt passive behaviour as this will calm other people down.
 - B. Shout as loud as required to ensure that everyone can hear you.
 - C. Speak clearly and in a controlled way and only state the facts.
 - D. Stare at anyone who disagrees with you to assert your authority.

2. What is the final stage in the escalation of a conflict situation?
 - A. Violence
 - B. Anger
 - C. Threats
 - D. Aggression

3. Which of these is not recognised as being a way of overcoming communication barriers in a conflict situation?
 - A. Repeating information slowly and calmly.
 - B. Taking the person out of a noisy environment.
 - C. Moving as close to the person as possible.
 - D. Adopting a non-aggressive stance and standing back.

4. A recognised strategy for defusing high risk conflict is to:
 - A. Appear disinterested.
 - B. Listen actively.
 - C. Establish physical superiority.
 - D. Mirror any aggression.

5. Which of these would be considered inappropriate when confronting unacceptable behaviour?
 - A. Showing empathy to show you understand the other person.
 - B. Being assertive.
 - C. Being threatening.
 - D. Stating the consequences of the behaviour continuing.

(05 Marks)

Question No.06

Identify the different conflict management styles in the following scenarios. Write the answer in the blank.

(Accommodating, Avoiding, Competing, Compromising, Collaborating)

1. You are going out with a group of friends and an argument ensues regarding the plans for the evening. You.....

-insist on going to a movie.

.....

2. At a family function, your aunt starts to gossip and talk negatively about a cousin whom you really like. You.....

- immediately inform the others and set the record straight

.....

3. You are in a critical meeting at work where major decisions are being made that will affect your direct role in the company and job duties. You.....

- Excuse yourself and leave the room

.....

4. You are in the process of making a major purchase (e.g. house, car, expensive furniture, etc.) with your significant other. You.....

-quickly agree to the first option mentioned as you do not want to prolong the discussion.

.....

5. While talking with your best friend, he/she says something you find offensive and that you really don't agree with. You.....

- agree with the person anyway as you would hate to argue

.....

(05 Marks)

(Total 10 Marks)

Part D: NEGOTIATION SKILLS

Question No.07

Match the 'main clause' of the conditional sentence to the most suitable 'conditional clause'.

Draw an arrow to the correct answer.

1. You'll miss the train
2. you won't be able to see the parade
3. it's yours
4. I'll give you a brochure
5. He starts crying
6. I'll call the police
7. They deserve to be punished
8. he would look older
9. I wouldn't be here
10. you will not pass the exam

- a. Unless you come closer,
- b. If you come here, to our office,
- c. If you don't get out of here
- d. If you don't come early
- e. If he had his hat on
- f. If you like it,
- g. If you criticize him the slightest bit,
- h. Supposing they damaged the vehicle,
- i. If things were not the way they are
- j. Unless you become interested in your studies

(10 Marks)

Question No.08

Read the following passage and answer the questions given below.

The ability to negotiate successfully, to reach agreements with other people or parties, is a key skill in any business. This negotiation could be with a buyer or a seller and it almost always involves an element of compromise. But, when entering negotiations, you should always keep in mind that it is almost impossible to negotiate and make agreements successfully if you think you can't afford to 'lose' or walk away from what is on offer. This will result in your avoiding asking for anything more than what you think the other side will give without a dispute. You become a passive observer, with the other side dictating the terms.

In most negotiations, one side has more to offer than the other and proper planning can help minimize the effects of this imbalance. Decide on set limits on what you can offer before negotiations begin. There are always advantages you can offer the other side, and you clearly have benefits they want or need, or they would not be negotiating with you. In fact, the

buyer/seller often wants you more than you think, so it is to your advantage to try and see things from their point of view. The better you see their real needs or wants and not just the ones they have told you, the more successful you will be and less likely that you are to fall into the trap of giving them more than you really need to.

Untrained negotiators often allow their feelings to become too involved and they may take each rejection of a proposal as personal rejection. So they become angry with the other person, or blame them for failing to reach an agreement. While it is important to be yourself and, on occasion, not be afraid to express how you honestly feel, it is important to judge carefully when to do this. It is particularly important to maintain a polite and friendly relationship when you are facing a difficult negotiation, but keeping negative personal feelings out of negotiation doesn't mean hiding your personality.

Think carefully about your negotiation schedule. Take breaks, particularly during times when you cannot agree over a particular point. But if you have to continue the negotiation on another day, make it soon, and keep the momentum of the negotiations. As long as you are still talking and meeting, you build rapport with the other party; learn more about what they need and ensure that your company is the one most likely to make the deal. This may require both patience and perseverance.

To 'win' a negotiation then, means that neither side should feel that they have 'lost'. You should know what you can offer the other side and know exactly what they want. If you have done everything you can and the deal remains outside the limits you have defined for yourself beforehand, then walk away from it. Either way, you are a winner!

Adapted from: Cambridge Professional English

1. How has the article defined the term 'negotiating'? (01 mark)

.....

2. In negotiating, what will happen if you think that you can't afford to lose what's on offer? (02 marks)

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-
3. Why does the writer say, “The better you know their real needs or wants, the more successful you’ll be”? (02 marks)

.....

.....

4. What mistake do untrained negotiators tend to make when negotiating? (02 marks)

.....

.....

5. Name two qualities that one should have to become a good negotiator. (02 marks)

.....

.....

6. When it comes to the negotiation schedule, is it advisable to take breaks? If so, when and how should you take breaks? (03 marks)

.....

.....

7. What advice does the writer give concerning ‘winning a negotiation’? (02 marks)

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8. Give a suitable title to the passage. (01 mark)

.....

9. Make sentences with the following words to bring out their meaning. (5 marks)

i. agreement

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ii. minimize

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iii. proper

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iv. ensure

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v. personality

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(20 marks)

Question No.09

Write a short essay on any **one** of the topics given below. *Do not write more than 250 words.*

- a. The importance of ‘relationship-building’ in the negotiation process.
- b. The usefulness of ‘bargaining skills’ in academic, professional and personal aspects of your life.
- c. ‘Personal branding’ and its potential in the job market.

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(10 marks)

(Total 40 Marks)