



No. of Pages - 14

No of Questions - 08

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

END SEMESTER EXAMINATION – JANUARY 2017

BCM 20325 Business Communication III

Date : 22nd January 2017
Time : 1.00 p.m. - 3.30 p.m.
Duration : Two and a half (2 ½) hours

Instructions to Candidates:

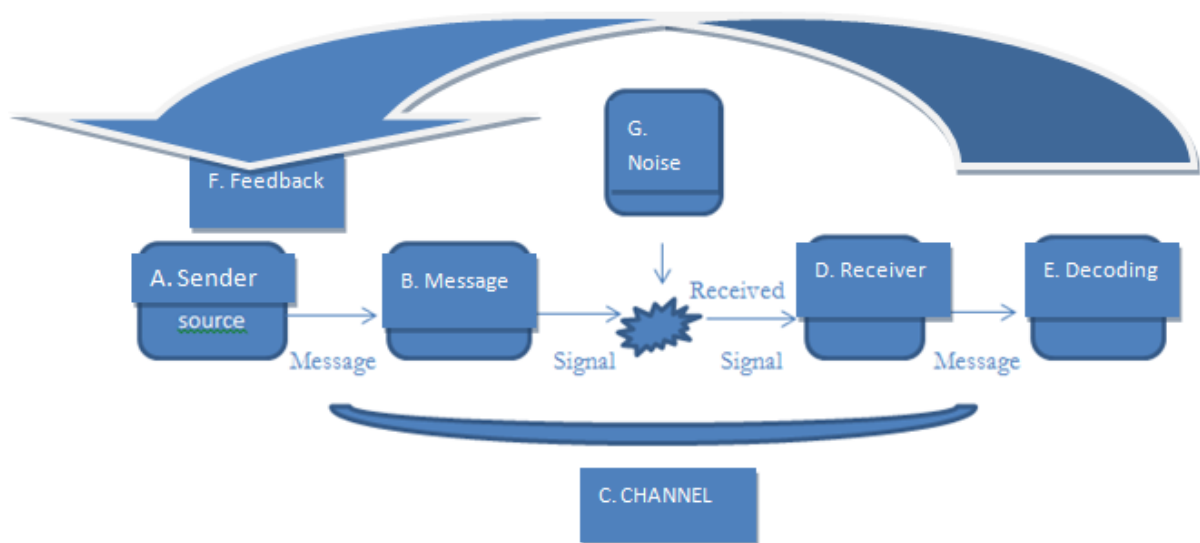
- Write the Index Number in the space provided at the top of this sheet. Do not write your name anywhere in this question paper.
- Answer **ALL** questions in this paper itself.
- This paper consists of four parts (A,B,C and D)
- The total mark for the paper is 100.
- The mark for each question is shown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

Part A: COMMUNICATION PROCESS

Question No. 01

The figure below describes the process of communication. Each part is labelled with letters A-G. Following the figure are ten 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:

| | |
|---|---|
| A | 1. <u>The president</u> is addressing a gathering of top accountants in the country. |
| | 2. The police spokesperson is briefing <u>the media</u> on the situation. |
| | 3. <u>The story behind the tragedy</u> was published in a national newspaper. |
| | 4. Many readers had written letters to <u>the editor</u> of the newspaper. |
| | 5. They particularly <u>complained</u> about the sensitive nature of the story. |
| | 6. However, the editor <u>explained</u> his reasons for publishing the article. |
| | 7. But, many readers were <u>angry</u> and stated it was wrong to publish the story. |
| | 8. <u>The police spokesperson</u> said the attack on the editor was a threat to free speech. |
| | 9. For some strange reason, the spokesperson appeared <u>aloof and withdrawn</u> . |
| | 10. And as such, <u>many took it to be a sign of helplessness</u> . |
| | 11. The family embroiled in the tragedy finally issued a public statement <u>through the national television</u> . |
| | |
| | |

(10 Marks)

Question No. 02

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

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

The communication process consists of several components. Let's consider them.

A 1)..... is the party that sends a message. In this case, it will be Tara. She'll also need the 2)....., which is the information to be conveyed. Tara will also need to 3)..... her message, which is transforming her thoughts of the information to be conveyed into a form that can be sent, such as words.

A 4)of communication must also be selected, which is the manner in which the message is sent. These include speaking, writing, video transmission, audio transmission, electronic transmission through emails, text messages and faxes and even 5)....., such as body language. Tara also needs to know the 6)of her communication. This party is called the receiver.

The receiver must be able to 7)..... the message, which means mentally processing the message into understanding. If you can't decode, the message fails. For example, sending a message in a foreign language that is not understood by the receiver probably will result in 8)..... .

Sometimes, a receiver will give the sender 9)....., which is a message sent by the receiver back to the sender. For example, a member of Tara's team may do this in the form of a question to clarify some information received in Lindsey's message.

10) is any type of disruption that interferes with the interpretation of information or the 11)from the sender to the receiver. There are several types of such 12).....

(Adapted from: <http://study.com/academy/lesson/what-is-the-communication-process-definition-steps.html>)

- a.** message
- b.** sender
- c.** decode
- d.** channel
- e.** target
- f.** nonverbal communication
- g.** encode
- h.** channel
- i.** feedback
- j.** barriers
- k.** transmission
- l.** barrier
- m.** noise
- n.** decoding failure

(12 Marks)

Question No. 03

Write a paragraph comparing the **One way model** of communication and the **Two way model** of communication. *Do not write more than 100 words.*

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(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:

You may have heard that tomatoes and processed tomato products like tomato sauce and canned tomatoes protect against some types of cancer. The cancer-preventing properties of tomato products have been attributed to Lycopene.

It is a bright red pigment found in tomatoes and other red fruits and is the cause of their red color. Unlike other fruits and vegetables, where nutritional content such as vitamin C is diminished upon cooking, processing tomatoes increases the concentration of Lycopene.

Lycopene in tomato paste is four times more than in fresh tomatoes. This is because Lycopene is insoluble in water and is tightly bound to vegetable fibre. So, that's why processed tomato products such as pasteurized tomato juice.... so up, sauce, and ketchup contain the highest concentrations of Lycopene. Cooking and crushing tomatoes as in the canning process and serving in oil-rich dishes like spaghetti sauce or pizza greatly increase assimilation of Lycopene from the digestive tract into the bloodstream. Lycopene is a fat-soluble substance, so the oil is said to help absorption to a great extent.

www.section4revisedoralcommunicationtestquestions

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

.....
.....

2. Identify the 'attention getter' of this speech. Write it down below. (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)

.....

.....

Speech 2:

Research on regional variations in English language use has not only yielded answers to such life-altering questions as how people in different parts of the United States refer to carbonated beverages, for example, as, “soda” “pop” “coke”, but it also illustrates how technology can change the very nature of research. While traditional, human-intensive data collection has all but disappeared in language studies, the explosion of social media has opened new avenues for investigation.

Perhaps, the epitome of traditional methodology is the *Dictionary of American Regional English*, colloquially known as *DARE*. Its fifth and final alphabetical volume —ending with “zydeco”— released in 2012, the dictionary represents decades of arduous work. Over a six-year period from 1965 to 1970, university graduate students conducted interviews in more than a thousand communities across the nation. Their goal was to determine what names people used for such everyday objects and concepts. The work that dictionary founder Frederic G. Cassidy had expected to be finished by 1976 was not, in fact, completed in his lifetime. The wait did not dampen enthusiasm among scholars. Scholars consider the work a signal achievement in linguistics.

(Adapted from Jennifer M. Smith, Department of Geography, The Pennsylvania State University)

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. Explain the meaning of the following expressions (underlined in the text) taken from the speech, in your own words (5 marks):

i. yielded answers to such life altering questions

.....

ii. has all but disappeared

.....

iii. opened new avenues

.....

iv. epitome of traditional methodology

.....

v. The wait did not dampen enthusiasm

.....

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

.....

.....

.....

.....

.....

.....

.....

(Total 25 Marks)

Part C: CONFLICT RESOLUTION & NEGOTIATIONS

Question No. 05

Select the best option for the following questions.

1. Which of these would be the least suitable way to communicate in a conflict situation?
 - A. Be aggressive and insist on your requirements
 - B. Be passive and show disinterest
 - C. Be calm and flexible
 - D. Be careful and timid

2. What happens in the initial stage in the escalation of a conflict situation?
Factors for conflict are
 - A. absent
 - B. visible
 - C. present
 - D. developing

3. Which of these is not recognised as being a way of overcoming communication barriers in a conflict situation?
 - A. Moving as close to the person as possible
 - B. Looking at the problem in an objective manner
 - C. Trying to see things from the other party's point of view
 - D. Using positive body language

4. Which one is not a cause of conflict:
 - A. Misunderstanding
 - B. Authority issues
 - C. Low performance
 - D. Listening actively

5. Which factor is a feature of dysfunctional conflict?

- A. Increase information and ideas
- B. Presence of tension, anxiety, stress
- C. Encourages innovative thinking
- D. Unshackles different points of view

(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. Your colleagues are discussing a presentation topic, and an argument ensues. You.....
insist on adding all your ideas to it

.....

2. At a family function, one of your relatives boasts that her son has got high grades at school. Which you know to be a lie. You.....
remain silent

.....

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.....
politely make a quick suggestion so that they will conclude the meeting quickly

.....

4. You are in the process of making a major purchase (e.g. house, car, expensive furniture, etc.) with your significant other. You.....
agree to buy what your partner prefers to make them happy

.....

5. A friend asks you to help him write a report . You.....

say you will but only if he helps you with your accountancy paper

.....

(05 Marks)

(Total 10 Marks)

Question No. 07

Read the following conversation between two people, in which they discuss ‘How to bargain in Thailand’. Answer the following questions based on their conversation.

Joel: Hey, Tom, when you were in Thailand, were you good at bargaining?

Tom: Once I got started it was OK, but getting started was so difficult.

Joel: What do you mean?

Tom: I just knew that when I walked up to a market stall, that I'd pick up something, and if it was something that I wanted, I'd have to start fighting. I'd have to get through his argument, and I was really uncomfortable about doing that.

Joel: That's the problem with me, too. I was always too nice. It's like, you know, I'd give them one price and then, they would never go for the price that I ask for , if the price was a 100, and I said, "OK, 50", then they would say, "Well, OK, 95", and I usually wouldn't take it much further than that.

Tom: Ah, no, I'm completely different. If I started it was because it was something that I really wanted, and I'd already have an idea of the price, so once I started that whole deal, it could take quite a long time. We'd chat, you know, it's a very friendly way of doing it in Thailand. We'd talk about the price. I'd do a lot of smiling. I'd pick up some other things that were similar and I'd really go for it and take a long time.

Joel: I heard that the trick to it is you really need to tell them a whole story, like you can't just say, " Oh, I want the price lower", you have to say like, "Oh, well, you know, I don't have any money and I really need to get this for my family and this is the last time I'm going to be here, you know, I've run out of money, can you give me a deal on it. You can't just tell them you want a lower price. You have to give them a good reason and you have to have a dramatic story to go along with it.

Tom: I've done that in the past. I've emptied out my wallet, and I've said, this is for my lunch. This is for the taxi. This is all I've got left for you. Right, and then you take a bus home. A bus is a lot cheaper than a taxi.

Joel: I've also heard, like you can get, usually if, as I've said before, if the price is, the quoted price is 100, then you should shoot for, not a third of that but, even like, half of that. You can get it for 50, not 75.

Tom: Yeah, I think the first price is always, you can always get a big reduction on that, but I remember the last time I went shopping in Thailand I was buying stuff for my mum and I'd left it really late and it was pouring down with rain and my mom wanted something, it was very specific, some silk trousers and she wanted 10 pairs to give them away to her friends, and I trolled around this big bazaar with hundreds of shops looking for this very specific product and eventually I found it and the shopkeeper only had half a dozen; I wanted more, and she said her price and I just gave her the money. I wanted to get home as quickly as possible, so I got half a dozen ties on top of the trousers because I hadn't bargained. She gave me something extra just for not trying.

Joel: Are you going to Thailand over this break?

Tom: I'm going at Christmas, yeah.

Joel: I'm wondering if you can pick me up a pair of size 8 office shoes when you're out there, like any kind of business shoes.

Tom: Sure, I'll see what I can find.

(Adapted from <http://www.englishwithjo.com/english-conversation->

I. State whether the following statements are true (T) or false (F).

1. Negotiating/bargaining in Thailand is a direct, impersonal transaction. ☐
2. Showing a strong desire to buy what you want is important in Thailand. ☐
3. Small talk and a friendly discussion usually precede the bargaining process. ☐
4. Foreigners find it easier to bargain in Thailand. ☐
5. The initial price quoted is usually very high in Thailand. ☐
6. You can usually get about 25% less from the initial price. ☐
7. Bargaining in Thailand is very similar to bargaining in the western countries. ☐
8. You should be willing to spend a considerable time on the process of buying a product in Thailand. ☐
9. Keeping away from bargaining will sometimes get you a good deal. ☐
10. Bargaining in Thailand can be tedious if you are new to that country. ☐

(10 Marks)

II. Briefly relate one of your personal experiences in bargaining.

.....

.....

.....

.....

.....

.....

.....

.....

(15 Marks)

(Total 25 Marks)

Part D: GENERAL

Question No. 08

Write a short essay on any **one** of the topics given below. *Do not write more than 500 words.*

- a. Human communication is a process fraught with difficulties. Outline and discuss the main barriers to effective communication.
- b. The usefulness of ‘relationship-building skills’ in academic, professional and personal aspects of your life.
- c. Explain the importance of non-verbal communication in ‘Personal branding’.

.....

.....

.....

.....

This image shows a full page of primary-ruled paper. It features multiple sets of horizontal dashed lines spaced evenly down the page, providing a guide for handwriting practice. The paper is otherwise blank, with no margins or additional markings.

This image shows a full page of white paper with horizontal dotted lines, typical of primary school writing paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

.....

.....

.....

.....

.....

.....

.....

.....

(Total 20 marks)