

Date	December 2012	Group/Class	LU3
Given Name		Family Name	
VU Student Number			

LOCATION: Liaoning University

COURSE: Diploma of Business & Enterprise (3113C0207)

SUBJECT: Business Communications (3313C0207U09)

ASSESSMENT

TYPE: Practice Exam

Instructions

- You must write your name and VU student ID in the space provided above
- **Weighting:** This assessment is worth 40% of your final result for this subject
- **Time allowed to complete the exam:** 3 Hours
- **Reading time:** 10 minutes
- There is a requirement to achieve **50% or higher** in this exam to pass (20/40)
- If you **do not pass** this exam, and you qualify under the Assessment Guidelines in the Unit of Study Guide, you will be able to resit at a date to be advised. ***You will only be able to achieve a pass mark for this second attempt if you pass. (20 / 40)***
- **Any student caught cheating will fail the subject and will not be able to do a resit**

Resources required

- This exam is closed book, **no other materials** are permitted
- Answer **all questions** using the writing space provided.

Office Use Only		
Marked by: _____	Total Score /40	<input type="checkbox"/> Resit Required?

Questions

Mark allocation is shown for each question

QUESTION	ALLOCATED MARKS	ACHIEVED MARK
1	8	
2	8	
3	8	
4	12	
5	9	
6	4	
7	8	
8	3	
9	4	
10	6	
11	30	
Total Marks	100	

Converted to / 40

Question 1

1. "Coordination on Effort" is one main objective of Communication.
List and explain the three other main objectives.

(___/3 Marks)

2. What is meant by the term "Barrier to Effective Communication"
Give an example of one..

(___/5 Marks)

Question 2

1. Language choice in business communication is very important. (___ 1 Mark)
Circle the language choices which are **NOT** useful business writing styles:

- a. complex language
- b. positive language
- c. plain language
- d. inclusive language
- e. jargon

2. Fill in the **blank spaces** in the following sentence: (___/1 mark)

Positive language is _____ to read. It _____ more information and it tells the _____ what something is and what can be done.

3. List 4 of the 5 **'thinking skills'** valued by academic writing. (___/2 Marks)

4. The use of "Jargon" is a common mistake made in writing. (___/4 Marks)
Explain the term "Jargon", and why is its use a mistake when writing.

Question 3

1. Explain the term “Paraphrasing”. Why is it necessary to Paraphrase?

(/4 marks)

2. Explain the **type** of information that needs to be captured in each of the following parts of a Memo: (___/4 Marks)

To:

From:

Date:

Subject:

Question 5

1. Given the following, circle the **LEAST** appropriate response

A letter of transmittal

(___/1 mark)

- a. Outlines the main points in the report
- b. Is addressed to the person requesting the report
- c. Is set out as a formal business letter
- d. explains on who's authority the report was written

2. In order for an academic essay to be convincing and make sense, it needs to be presented inside a well – structured piece of writing. **List and explain 2 of the 3 key sections** when structuring an essay. **(___/8 marks)**

Question 6

1. Listening in formal situations takes a lot of concentration. Explain what is meant by the following 2 **'bad listening habits'** and why they hinder effective listening.

(__ /4 marks)

A. "Throw in the towel" Listening

B. Impatient Listening

2. Using an example from your own experience, explain the importance of constructive conflict management skills for effective 'team building'. (___/4 marks)

Question 8

Choose the **LEAST** appropriate response for the following 3 multiple choice questions.

1. Skills needed for negotiation include: (___/1 mark)

- a. The use of appropriate negotiation techniques
- b. Planning and preparing thoroughly before a negotiation process
- c. Gaining a win outcome for your team
- d. Understanding the negotiation process

2. When preparing for a negotiation the following steps are important: (___/1 mark)

- a. identify the problem
- b. Define the goal
- c. gather and record all the relevant facts about the negotiation situation
- d. make sure you plan to win and do not give in to the demands of others
- e. anticipate possible outcomes

3. Skills that can be used to conduct successful negotiations include: (___/1 mark)

- a. using appropriate negotiation styles
- b. avoiding conflict during the negotiation process
- c. effective responding and listening techniques
- d. using suitable language

Question 9

What is your understanding of the term 'Culture'

(/4 marks)

Question 10

1. How can managers in organisations overcome barriers to effective communication?

(___/2 marks)

2. An individual involved in an interpersonal interaction simultaneously receives, interprets and transmits messages.

Explain this statement in your own words.

(___/4 marks)

Question 11 – Essay

(30 marks)

You are to write an essay on ONE of the following topics.

The essay should be about 300 – 400 words (Please, no more!!)

1. The basic communication process of “Sender – Message – Receiver – Feedback”, is the basis for all types of communication, e.g., Verbal, Non-verbal, Written and Electronic. **Discuss**

2. In business, the only acceptable outcome from a negotiation is to win. **Do you agree?**

3. A fear of public speaking is one of the most common phobias known to man. How would you advise a friend who has this fear, and has to conduct a presentation in front of their class in two weeks time.

4. The structure of a report needs to be clear, consistent and readable. **Discuss**

5. There are a number of “Bad Listening Habits” that people develop when listening in formal situations. **How can we break these habits?**
