



ICM

SEPTEMBER 2015

INTERNATIONAL BUSINESS COMMUNICATIONS

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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- 1. a) You are looking for a new job. Outline where you might find information about job vacancies. [10]
b) Discuss what items you would put into a curriculum vitae (CV). [10]
 - 2. a) Discuss critically the reasons you might give for improving the way we listen. [10]
b) Briefly explain any FIVE aids to good listening. [10]
 - 3. Explain, with examples, what is meant by the following forms of non-verbal communication:
a) Meta communication and paralanguage [6]
b) The language of time [7]
c) The language of silence [7]
 - 4. Discuss the advantages and disadvantages of decision making in groups. [20]
 - 5. Discuss a use, benefit and problem of EACH of the following visual aids:
a) Physical object
b) Whiteboard
c) Flipchart
d) Overhead projector [5 each]
 - 6. a) Outline the main items you should find on the agenda of a formal business meeting. [10]
b) Critically analyse the role of the chairperson in a business meeting. [10]
 - 7. The electronic mail (email) is used worldwide as a form of business communication. Comment on both the benefits and problems of using email as a method for business communication. [20]
 - 8. Outline, with business examples, a use, a benefit and a problem of EACH of the following visual methods of communication:
a) Simple bar chart
b) Component bar chart
c) Pie chart
d) Pictorial chart [5 each]