



ICM

DECEMBER 2016

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 []
1. Human communication is a process fraught with difficulties. Outline and discuss the main barriers to effective communication. [20]
 2. The telephone is a very immediate form of communication, but some callers may be difficult. Discuss the ways in which you might deal with difficult phone calls you receive. [20]
 3. Non-verbal communication is a very important part of communication. Discuss, with examples, how we use space, touch, and posture to convey messages to others. [20]
 4. Discuss the advantages and disadvantages of decision making in groups. [20]
 5.
 - a) State and briefly describe the key agenda items found in a formal business meeting. [10]
 - b) Discuss the role of the secretary in connection with a business meeting. [10]
 6. Discuss the main factors that will make a talk or presentation effective. [20]
 7. Consider the benefits and problems of using electronic mail (email) as a means of business communication. [20]
 8. Using business examples, outline the uses, 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]