



ICM

JUNE 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 []
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1.
 - a) Briefly describe the process of communication. [8]
 - b) Discuss FOUR factors that might cause problems (barriers) for communicators. [12]
 2.
 - a) Outline the benefits to the communication process of good listening skills. [10]
 - b) Discuss how a listener might improve their listening skills. [10]
 3. Discuss, with examples, the following elements of body language:
 - a) Orientation and posture
 - b) Eye movements
 - c) Gestures
 - d) Facial expressions [5 each]
 4. In respect of business communication and decision making, discuss the advantages possessed by groups as compared to individuals working on their own. [20]
 5.
 - a) Define the term **agenda** as it applies to a business meeting and draw up an example of a formal business meeting agenda. [12]
 - b) Discuss the key issues that are important in drawing up an agenda. [8]
 6. Audio visual aids can be very useful to help illustrate a talk but they also have their drawbacks. Using business examples, consider the benefits and problems of using audio visual aids. [20]
 7.
 - a) Outline the main purposes of a business letter. [8]
 - b) Write a letter, with a fully blocked layout, to a customer with the intention of persuading them to contribute to a charity. [12]
 8. Using an example for EACH, describe the following visual forms of business communication:
 - a) Multiple bar chart
 - b) Organisation chart
 - c) Flow chart
 - d) Line graph [5 each]