



ICM

MARCH 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. Describe and discuss the major barriers to effective business communication. Use business examples to illustrate your answer. [20]
 2.
 - a) Outline the basic rules of correct use of the telephone as a means of business communication. [10]
 - b) Discuss the main steps you should take before making an important telephone call. [10]
 3. Using appropriate examples, discuss the way in which body language might be interpreted in the process of business communication. [20]
 4. Describe and discuss the main factors that determine the effectiveness of group communications. [20]
 5. Discuss the roles and duties of the following key meeting participants:
 - a) The Chair [10]
 - b) The Secretary [10]
 6. Using business examples, consider the uses, advantages and disadvantages of any TWO forms of audio visual aid. [20]
 7. Write brief notes concerning the drafting of a business report under the following headings:
 - a) Introduction
 - b) The body of the report
 - c) Conclusions and recommendations
 - d) Summary [5 each]
 8. Discuss, with appropriate business examples, the uses of the following forms of visual information:
 - a) Pie charts
 - b) Pictorial charts
 - c) Bar charts
 - d) Line graphs [5 each]