



ICM

MARCH 2017

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.
 - a) State and explain the FOUR general objectives of communication. [8]
 - b) Discuss the main stages you would follow in planning a message. [12]
 2.
 - a) Comment on WHY it is important to have good listening skills. [10]
 - b) Select and explain any FIVE aids to good listening. [10]
 3. Describe and discuss the principal rules for MAKING a telephone call before, during and after the call. [20]
 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. Compare and contrast the duties of the chairperson and secretary before, during and after a meeting. [20]
 6. Discuss a use, benefit and problem of EACH of the following visual aids:
 - a) Whiteboard
 - b) Flipchart
 - c) Overhead projector
 - d) Physical object [5 each]
 7. Consider the benefits and problems of using electronic mail (email) as a means of business communication. [20]
 8. Businesses use a number of visual ways of presenting discrete (non-continuous) information. Select TWO such methods and using business examples discuss their uses, benefits and problems. [20]