



**THE UNIVERSITY OF THE WEST INDIES
FIVE ISLANDS CAMPUS**

Summer/Semester III

Examinations of Summer 2020/2021

Course Code: MGMT3024
Course Title: Business Communication
Date of Assessment: Friday July 30, 2021
Time: 9:00 am
Duration: 2 Hours

INSTRUCTIONS TO CANDIDATES:

This paper has 3 pages and 10 questions.

YOU ARE REQUIRED TO ANSWER 7 QUESTIONS.

THIS ASSESSMENT IS WORTH 40 % OF YOUR FINAL GRADE.

ASSIGNMENT DETAILS FROM INSTRUCTORS:

This paper has four (4) pages and three (3) sections.

This Assessment is worth 40% of your Final Grade.

This assessment consists of **three (3)** sections.

Section A has four (4) questions, **three (3)** of which must be completed.

Section B has **three (3)** questions, **ALL** of which must be completed.

Section C has three (3) questions, **one (1)** of which must be completed.

Each question in Section A is worth **(5 marks)**.

Each Question in Section B is worth 5 marks and each question in Section C is worth **(10 marks)**.

SECTION A

Answer ANY THREE questions. Each Question is worth (5 marks).

1. Minutes are the official recording of the proceedings of the meetings and the decisions reached. There are at least 18 key elements of meeting minutes. Identify five (5).
2. There are four methods of oral presentation/public speaking (Manuscript, Memorized, Impromptu and Extemporaneous) Explain each method briefly.
3. A medium is the form through which you choose to communicate a message. What are the four broad/main types of media? Give examples of each.
4. Use a sentence to demonstrate your understanding of five of the following foreign words or expressions:
 - (a) quid pro quo
 - (b) ad lib
 - (c) ad nauseam
 - (d) en masse
 - (e) status quo
 - (f) sine qua non
 - (g) ultra vires
 - (h) ex officio
 - (i) faux pas

SECTION B

Answer ALL questions. Each question is worth ten (5) marks.

1. You are the Operations Manager in your company and are responsible for the smooth flow of operations in a medium sized company. You have a large shipment of goods arriving for the Christmas which will require all staff in the Inventory Unit (IU) to work overtime for the weeks prior to Christmas Eve. Prepare a Memo to the staff in the IU informing them of this development. The Memo should be copied to the HR Manager, the CEO and the CFO.
2. You are being interviewed for a junior manager position in the Community First Cooperative Credit Union by a panel including the CEO, HR manager and the Operations Manager. The interview has been going very well in your estimation.

SECTION C

Essay: Choose one (1) topic and write a 1500 word essay on one (1) of the following: *Each question is worth ten (10) marks.*

1. There are six main Barriers in Dealing with Diversity. Write an essay explaining what each term means (Stereotyping and Prejudice; Ethnocentrism; Discrimination; Xenophobia; Tokenism; and Gender Roles.)
2. Active Listening and Controlled Nonverbals are critical in Business Communication. Explain why with examples.
3. Social media and traditional media are both critical to the Marketing Manager. Explain some of the differences between traditional media and social media outlining how effectively businesses can communicate with customers on both platforms.

END OF EXAMINATION