



THE COUNCIL OF COMMUNITY COLLEGES OF JAMAICA

BACHELOR OF SCIENCE EXAMINATION

SUMMER/SUPPLEMENTAL – 2014 AUGUST

PROGRAMMES: BUSINESS STUDIES

COURSE NAME: ADMINISTRATIVE COMMUNICATION
CODE: (COMM3501)

YEAR GROUP: THREE

DATE: MONDAY, 2014 AUGUST 11

TIME: 9:00 A.M. – 12:00 NOON

DURATION: 3 HOURS

EXAMINATION TYPE: FINAL

This Examination paper has 3 pages

INSTRUCTIONS:

SECTION B: ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION.

SECTION B

*Instructions: Answer any **THREE (3)** questions from this section.*

Question 1

- a. A fire drill in your offices last week revealed a number of alarming inadequacies. Many members of staff behaved quite indifferently; others seemed to have no idea what they should do, while one or two simply did nothing at all, saying that they were 'far too busy'. As a consequence, you have been detailed to draft a memorandum to all staff aimed at emphasizing the possible dangers in remaining indifferent to company regulations in case of fire and at securing an improved response. Write the memorandum.

- b. The Telwell Bank of Jamaica has always contributed to many charity events across the island. This year the organization has decided to build a center for children with disabilities in a rural community. They have published a press release requesting proposals. You are the President of the Green Grass Community in Clarendon, write a short solicited proposal, convincing Telwell Bank why your community should be chosen.

(Total 25 marks)

Question 2

Nonverbal channels have several implications for effective communication within the workplace. Explain how four (4) nonverbal channels of nonverbal communication can affect your message.

(Total 25 marks)

Question 3

Active listening is an important skill that business professionals must possess. Discuss the importance of this skill within the contemporary organization.

(Total 25 marks)

Question 4

Negotiation styles are widely used in organizations. Discuss how these styles impact on workplace relationships and on the ability to achieve company goals.

(Total 25 marks)

Question 5

- a. Identify and explain the steps involved in the presentation of a speech or presentation. *(10 marks)*
- b. How important are the following to making a presentation?
- i. Clarity
 - ii. Enunciation
 - iii. Pronunciation
 - iv. Tone
 - v. Modulation

(15 marks)

(Total 25 marks)

END OF EXAMINATION