



THE COUNCIL OF COMMUNITY COLLEGES OF JAMAICA

BACHELOR OF SCIENCE EXAMINATION

SEMESTER I – 2013 DECEMBER

PROGRAMMES: **BUSINESS STUDIES**
 ENVIRONMENTAL STUDIES
 MANAGEMENT INFORMATION SYSTEMS
 HOSPITALITY AND TOURISM MANAGEMENT

COURSE NAME: **ADMINISTRATIVE COMMUNICATION**
CODE: **(COMM3501)**

YEAR GROUP: **THREE AND FOUR**

DATE: **MONDAY, 2013 DECEMBER 9**

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

On September 21, 2011 you purchased a 2011 Toyota Corolla from a popular car dealer in your area. You requested the custom interior edition but later realized that the dealers had imported a limited edition black leather interior instead. The next available shipment will not be arriving until October 31, 2011.

- a. Write a letter of complaint to the Sales Department expressing your dissatisfaction. **(15 marks)**
- b. As sales manager, write a reply expressing your regret for the misunderstanding and suggest some means of compensation. **(10 marks)**

(Total 25 marks)

Question 2

“A manager who understands the value of nonverbal communication and acts accordingly, greatly improves his effectiveness as a communicator”. Discuss how an understanding of **three (3)** functions and **three (3)** types of non-verbal communication can improve managerial communication.

(Total 25 marks)

Question 3

Computer Technologies is a chain of stores geared at marketing computer software and retailing various technological tools. The company has a reputation of always having in stock the latest computer innovations. As an employee of the company, you have noticed an opportunity to start a new franchise in an area that is developing rapidly. You are interested in operating this franchise.

Write an unsolicited proposal to the CEO of Computer Technologies, Mr Mark Anderson, in which you present your ideas for opening a new franchise.

(Total 25 marks)

Question 4

- a. List and describe **three (3)** of the primary types of visuals that can be used in presentations and the communication tasks for which they are best-suited. **(12 marks)**
- b. Define the term “*transitions*” and identify in which stage of the writing process are transition used. **(4 marks)**
- c. Read the following paragraph and **add transitions** to connect ideas and sentences.

The world is getting smaller every day. Most people use electronic gadgets for communication. Distances between countries are shrinking daily. Travel is easier than ever before. Road and rail transit is too slow for modern travellers. Air travel is quick and easy. Cultural and social boundaries are blurring. Ideas, languages, and popular culture spread across the globe almost instantly. National cultures are making way for a unified global culture. Technology has played a major part in globalization. **(9 marks)**

(Total 25 marks)

Question 5

- a. Identify **four (4)** strategic considerations that a manager should take into account when he or she wants to hold a meeting with team members. **(2 marks)**
- b. Discuss each strategic consideration you identified above. Your discussion should make clear:
 - i. what each strategic consideration is **(5 marks)**
 - ii. why it must be considered **(5 marks)**
 - iii. what aspects and options it covers **(5 marks)**
 - iv. what decisions or actions are available to the manager **(5 marks)**

N.B.: Three (3) points will be awarded for correct language usage.

(Total 25 marks)

END OF EXAMINATION