CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Diploma Standard Level

MARK SCHEME for the October 2013 series

CAMBRIDGE INTERNATIONAL DIPLOMA IN BUSINESS

5162 **(Effective Business Communication), maximum mark 100**

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

Cambridge will not enter into discussions about these mark schemes.

Cambridge is publishing the mark schemes for the October 2013 series for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level components and some Ordinary Level components.

CAMBRIDGE
International Examinations

1   Lien Chu is concerned about communication between the company and all its stakeholders.

(a)   Explain <u>four</u> methods of external communication, excluding the website, which would be most appropriate to contact customers.   [4 × 2 = 8]

Email
Letter
Telephone calls
Face to face
SMS
Blogs/Skype
Also allow adverts, flyers, social media, fax and video conferencing

1 marks for identification, 2 marks if expanded

(b)   Explain <u>three</u> reasons why it is important to use two-way communications between Progress Media and its stakeholders.   [3 × 2 = 6]

*   To enable an exchange of ideas
*   To receive feedback on communication
*   To motivate employees and other stakeholders
*   To determine individual and corporate needs
*   To respond to the concerns of shareholders
*   To respond to questions for example from customers
*   To negotiate, discuss, and liaise with key stakeholders

Candidates should explain and elaborate on any of the above up to 3 points × 2 marks

(c)   Identify <u>three</u> ways in which Lien Chu could evaluate the effectiveness of their communication process between the company and its stakeholders.   [3 × 2 = 6]

*   Availability: it must be accessible to sender and receiver and through the right channels
*   Cost effectiveness: depends on level at which it is used
*   Ensuring that the best method of communication is used in a range of business situations
*   Message content: was the content of the message understood by all stakeholders
*   Appropriateness: was the content of the message appropriate in the circumstances

Candidates should provide answers to the above 2 marks per point up to 6 marks.

[Total: 20]

2 Lien Chu has started to organise the Board of Directors meeting. She has given you a number of tasks to complete.

(a) Write a letter to members of the Board requesting them to attend the meeting. Use the case study to assist with this letter and make up any other details required. Lien will need to know the number of Board members attending the meeting. **[12]**

Standard business layout

Logo/letterhead of company (1)
Full address of organisation – will be a UK address (1)
Name and full address of Board Member (1)
Telephone, email and fax number (1)
Closure – Yours sincerely plus signature (1)
Dear Mr/Mrs/Ms and name (1)
Heading Meeting (1)

1 mark for any of the above for a total of 6

Content

Consider tone and appropriate information
Date, time and venue of meeting (1)
To arrive the day before – correct date (1)
Accommodation booked for 2 nights (1)
Reason for meeting and need to attend (1)
Agenda attached (1)
Response to invitation expected (1)

1 mark for any of the above

(b) The company offers video and teleconferencing facilities to its customers. Give <u>one</u> advantage and <u>one</u> disadvantage of <u>each</u> type of conference. **[4 × 2 = 8]**

Video Conferencing

Advantages
- There is no need to spend time and money travelling to meetings
- You can have a 'meeting' with people from many different offices/countries without any of them having to travel
- You can see people as well as hear them. This means you can see their body language which you can't do with a telephone call
- You can all view a document on the screen at the same time. People can work together and add their ideas. The document can be emailed to all of the people at the meeting later on
- Ideas and knowledge can be communicated between all those at the meeting very quickly and responses gathered. Video conferencing is good for 'brainstorming'

Disadvantages
- Everyone who is going to 'attend' the meeting needs access to suitable hardware and software. This can be expensive and can take a while to set up
- A very reliable, fast data link is needed. Many companies hire a connection specifically to allow video conferences to take place
- Even with a fast connection, there might be a slight delay between responses
- If the hardware breaks down for any of the participants, they cannot 'attend' the meeting
- People could be in different time zones around the world. This might mean that some people have to stay up through the night in order to 'attend' the meeting
- The video camera might not be able to see all parts of the room at the same time. Some people might not be easy to 'see' at the meeting
- There is no substitute for a face-to-face meeting

Telephone Conferencing

Advantages
- You get immediate feedback to things you say
- The conversation is private between you and the other participants
- Calls can be made 24 hours a day, 7 days a week
- Internal calls within a business are usually free of charge
- Most people have a telephone. No specialist equipment is needed

Disadvantages
- There might be noise or interference so the quality of the call could be poor
- You cannot see each other's body language so a lot of the non verbal communication is lost
- It is not easy to make a record of what is said during the call. Things might be forgotten or mis-interpreted
- Only spoken information can be exchanged – you can't send files

[Total: 20]

3   **All the arrangements have now been completed for the meeting.**

(a) **Identify <u>six</u> elements of a successful meeting.**   **[6 × 1 = 6]**

Desired aims have been identified (1)
Members have an interest in end decisions (1)
Action points are followed up (1)
Meeting takes place in a limited timescale (1)
Chairperson in place (leadership) (1)
Secretary – taking of minutes (1)
Agenda issued and followed (1)

(b) **Explain the following channels of communication the working groups could use to keep in touch and work with each other.**

(i) **Formal channels**   **[4]**

Written word i.e. letter and reports, formal meetings, formal briefings, formal telephone/video conferences and presentations.
Candidates should recognise that these are planned and structured forms of communication, not ad hoc or random. Candidates should also be able to identify that these channels are used to convey complex management and business information, for example accounts and documents e.g. annual company reports.

(ii) **Informal channels**   **[4]**

These are generally things that happen without being organised or structured, such as the grapevine, ad hoc email requests or telephone calls. Offline discussions and chats in the corridor or event outside work i.e. social communication.

(iii) **Virtual channels**   **[4]**

These include emails, Skype, the Internet/intranet/extranet.

(c) **List <u>two</u> examples of formal groups.**   **[2 × 1 = 2]**

Functional groups
Self managing groups
Project groups

[Total: 20]

4 **Ajit Butt has decided to review the Human Resources (HR) procedures across the company.**

(a) **Explain the following types of interview which HR will be involved in:**

   (i) **Performance Appraisal Reviews** [3]

     A yearly meeting between an employee and their line manager. To discuss the employee's progress, is further training required, skill updated, job description updated. The employee may be interested in promotion. May be linked to a pay rise.

   (ii) **Grievance Procedures** [3]

     A meeting between management and an employee or group of employees where the managers listen to the employee's complaints and try to find a solution to the problem.

   (iii) **Disciplinary Interviews** [3]

     A way of warning an employee officially that he or she is breaking rules or that their standard of work is unacceptable.

(b) **Lien Chu has decided that medical interviews will be introduced for all staff returning to work after sickness. List what is needed to plan for this type of interview.**
                                                [7 × 1 = 7]

Must have a purpose
To be planned and contain controlled interaction
Opening
Body of interview
Listening and questioning
Summarising and closing the interview
A two way process
Ending with a summary of key action points

One mark for any of the above

(c) **List four purposes of research and development interviews.** **[4 × 1 = 4]**

Suitable for market research
Poll and opinion surveys
Academic and writer research
Customer care research

[Total: 20]

5   Lien Chu requires information regarding the employees sickness levels across the company. She is going to use this data for her next video conferencing meeting.

(a)   Using the data below, prepare a bar chart showing staff and number of days absent last month.   [8]
Marks will be awarded for presentation and accuracy.

Surname	Days Absent	Division
Smith	17	Website design
Achbouka	12	Website design
Wilson	10	Training
Harris	8	Computer Services
Jerromes	9	Customer Service
Woodward	6	Website design
Foster	7	Training
Biharioa	8	Administration
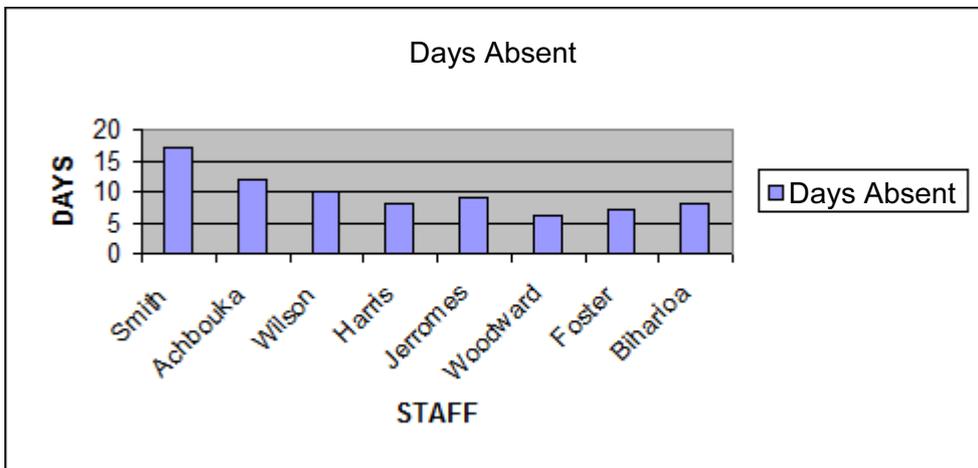
The candidates should present the graph as above.

• Clarity of chart and correct labelling – including legend (4 marks)
• Correct values plotted (4 marks)

(b) Describe the following types of chart. Give <u>one</u> advantage and <u>one</u> disadvantage of using each type for presenting the data in task 5(a).

(i) A line graph [2 × 2 = 4]

A line graph plots continuous data as points and then joins them with a line. Multiple data sets can be graphed together, but a key must be used	• Can compare multiple continuous data sets easily • Interim data can be inferred from graph line	• Use only with continuous data

(ii) A pie chart [2 × 2 = 4]

A pie chart displays data as a percentage of the whole. Each pie section should have a label and percentage. A total data number should be included.	• Visually appealing • Shows percent of total for each category	• No exact numerical data • Hard to compare 2 data sets • Use only with discrete data

(iii) A table [2 × 2 = 4]

Candidates should be able to identify that a table is used to:
• Present and store data
• Provide a straightforward way in which to summarise information
• Is generally convenient and easy to use
• Can be difficult to use if there is too much information

[Total: 20]