

1

3. (a) Distinguish between **two** types of meetings which are common in a business.

- (b) Outline **two** benefits of meetings as a method of communication.

(i) _____

(ii) _____

2

5. Draft a typical Agenda for the AGM of a Private Limited Company.

<i>Agenda</i>	
1.	_____
2.	_____
3.	_____
4.	_____
5.	_____

3

6. Draft a memorandum from the Sales Manager to all staff in a retail outlet informing them that the newly agreed 10% commission scheme on sales will apply from 1 July:

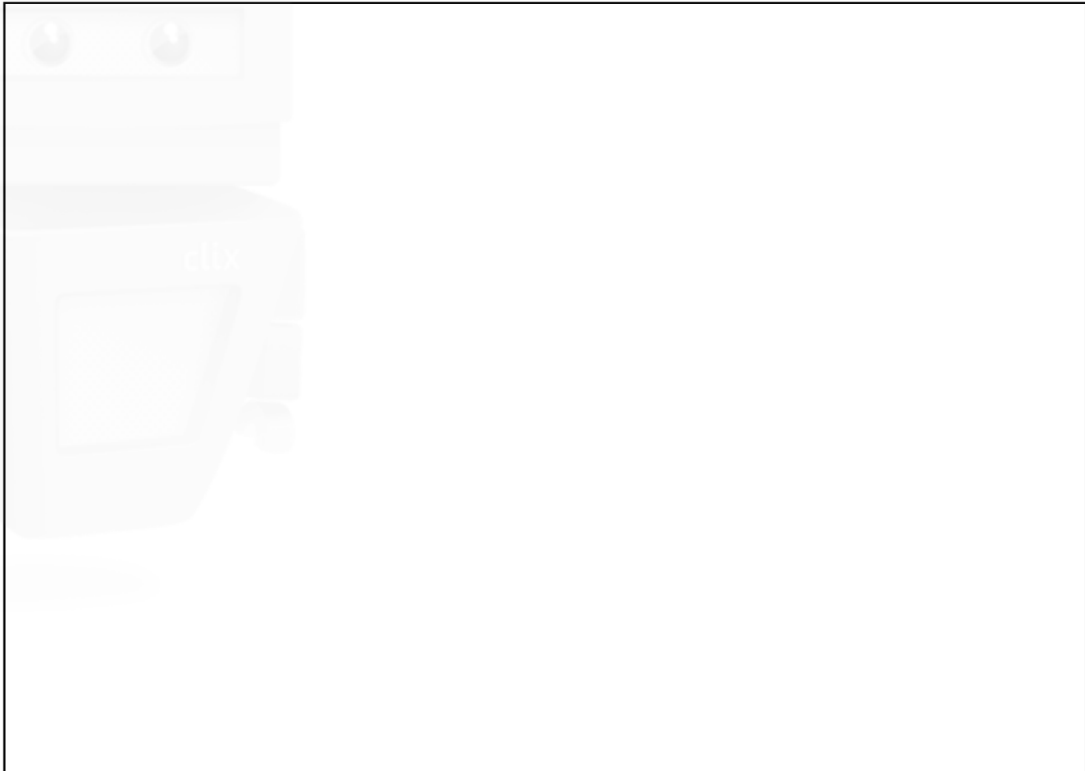
5. Outline **three** problems of e-mail in business.

(i) _____

(ii) _____

(iii) _____

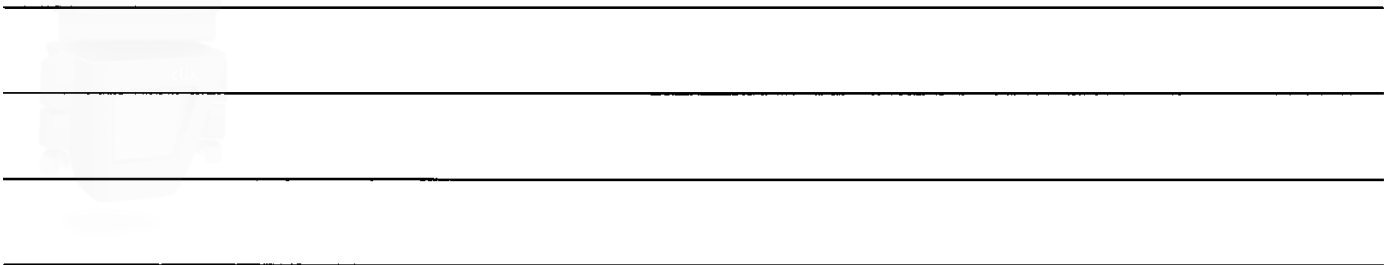
4. Draft a **memorandum** (memo) using an appropriate format, to all department managers suggesting two topics for an upcoming management-training day.

A large empty rectangular box with a thin black border, intended for drafting a memorandum. The box is positioned on the left side of the page, with a faint watermark of a robot character visible behind it.

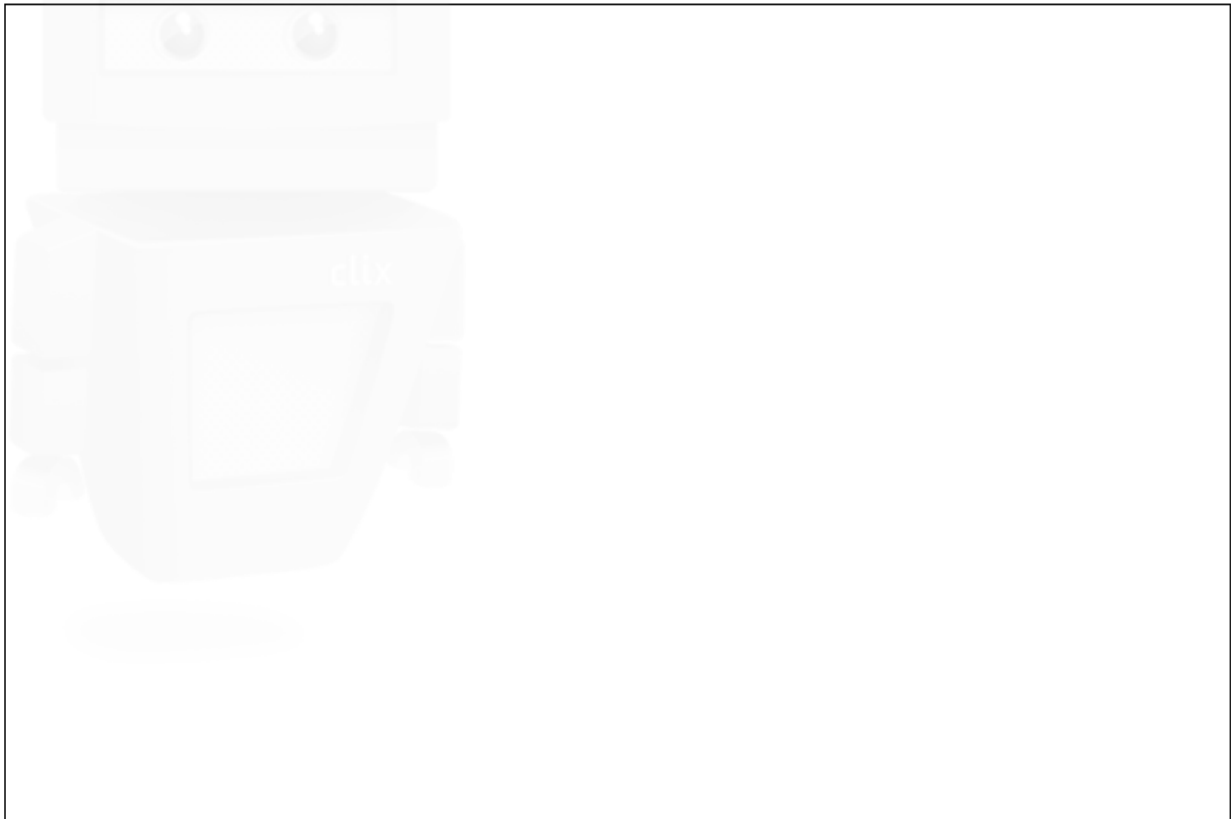
- 10.** Using an appropriate format, draft a memorandum (memo) to all Directors setting out the notice for the A.G.M. of a Private Limited Company.



- 5.** Complete this sentence: E.D.I. helps a business to:



8. Draft a memorandum (memo) using an appropriate format, to all Sales Executives in the organisation listing two methods of Sales promotion to be used in the business.



- (A) Describe the functions of the different meetings held by limited companies. (20 marks)
- (B) Outline how developments in technology have benefited business communications. (20 marks)
- (C) Read the information supplied and answer the question which follows.

3 Dimension Ltd offers competitive salaries to its employees and a benefits programme that includes healthcare insurance. It is committed to providing a safe and healthy work environment. It holds weekly team meetings, enhancing the workers' sense of belonging. It recognises and rewards staff achievement and provides opportunities for staff to develop new skills and experience new challenges.

Outline the different stages in Maslow's hierarchy of needs **and** illustrate how 3 Dimension Ltd applies this theory to motivate its employees.

(20 marks)
(60 marks)

(A) Read the information supplied and answer the questions which follow.

Paul O'Brien is the Sales Manager with Water Solutions Ltd, a business which has recently developed a new water conservation product. Paul is due to make a presentation to the board of directors on the potential of this product. He will present the following projected sales data for the product for the next six months.

Month:	July	August	September	October	November	December
Sales in €:	50,000	60,000	40,000	30,000	20,000	10,000

- (i) Illustrate the above data by means of a bar chart or a line graph.
 (ii) Outline the principles Paul should consider to ensure he communicates his message effectively to the board of directors. (25 marks)

“How you communicate is as important as what you communicate.”

- (A) Illustrate the factors that a business needs to consider when communicating with its various stakeholders. (20 marks)
- (B) Distinguish between the duties of a chairperson and a secretary in the organising and running of an Annual General Meeting. (20 marks)
- (C) Outline two styles of leadership **and** illustrate how each of these styles may be appropriate in different business situations. (20 marks)
- (60 marks)**

- (A) Illustrate how the following developments in Information and Communications Technology (ICT) have impacted on business:
- (i) Electronic Data Interchange (EDI)
 (ii) The Internet and the World Wide Web
 (iii) Video-conferencing. (20 marks)

- (B) Describe the barriers to effective communication in a business enterprise and suggest methods a business might consider to overcome **two** of these barriers. (25 marks)

14

- (C)** Illustrate the impact of new technologies on business opportunities. (20 marks)

15

- (B)** Discuss the importance of good communication between the levels in an organisation. (20 marks)

16

- (A)** Assume you are the secretary of a local youth club. Draft the notice and agenda to be posted to all members of the youth club notifying them of the Annual General Meeting. (The agenda must contain five items). (10 marks)

17

- (B)** “On average managers spend over 75% of their time communicating.” Explain the factors that ensure managers communicate effectively. Use examples where appropriate. (25 marks)

18

- (C)** Illustrate how the introduction of technology affects an enterprise’s
- (i)** Business costs and
 - (ii)** Business opportunities.
- (20 marks)

