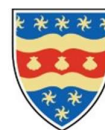




PENINSULA
C O L L E G E
GEORGETOWN



**UNIVERSITY OF
PLYMOUTH**

FINAL EXAMINATION

Programme Name	:	BA (HONOURS) BUSINESS IN COLLABORATION WITH UNIVERSITY OF PLYMOUTH
Course Code & Name	:	MAL3035 INTERNATIONAL BUSINESS COMMUNICATION
Duration	:	3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. The question paper consists of **FOUR (4)** questions.
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in the accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

(This booklet contains 6 printed pages including this page)

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE ALLOWED TO DO SO

Answer **ALL** questions on the separate sheet provided.

[100 marks]

1. a) Fill in the blanks using **ONE** of the words given in the correct form.

prosperity	remuneration	emerging
escalation	oversee	domination
upheaval	adversely	counterfeit
concession	reaping	world-class
ramification	niche	impetus
mitigate	provision	bottom line
afloat	compromise	endorse

- i) The workers demanded adequate _____ for their work. (2 marks)
- ii) This investment in cutting-edge technology is already _____ dividends. (2 marks)
- iii) Often the _____ for change in education has had to come from outside the school establishment. (2 marks)
- iv) There isn't much more we can do to _____ the negative effects of rising oil prices. (2 marks)
- v) A country's future _____ depends, to an extent, upon the quality of education of its people. (2 marks)
- vi) This watch may be a _____, but it looks just like the original. (2 marks)
- vii) A lot of companies have been _____ affected by the recession. (2 marks)
- viii) The Council is expected to _____ the committee's recommendations. (2 marks)

- b) Make **ONE** sentence using each of the following words. Your sentence must be more than **EIGHT (8)** words and illustrate the meaning of the words.

- i) acknowledge (3 marks)
- ii) lucrative (3 marks)
- iii) whitewash (3 marks)

Total: [25 marks]

2. a) Read the text and choose the best answer **A, B, C** or **D** for questions (i) to (vi) and write your answer for question (vii).

The ability to negotiate successfully, to reach agreements with other people or parties, is a key skill in any business. This negotiation could be with a buyer or seller and it almost always involves an element of compromise. But, when entering negotiations, you should always keep in mind that it is almost impossible to negotiate and make agreements successfully if you think you can't afford to 'lose' or walk away from what is on offer. This will result in you avoiding asking for anything more than what you think the other side will give without a dispute. You become a passive observer, with the other side dictating the terms.

In most negotiations, one side has more to offer than the other and proper planning can help minimise the effects of this imbalance. Decide on set limits for what you can offer before negotiations begin. There are always advantages you can offer the other side, and you clearly have benefits they want or need or they would not be negotiating with you. In fact, the buyer or seller often wants you more than you think, so it is to your advantage to try and see things from their point of view. The better you know their real needs or wants – not just the ones they have told you – the more successful you will be, and the less likely you are to fall into the trap of giving them more than you really need to.

But it is also true that a concession they really need or will value from you won't cost you as much as it benefits them, and yet many still leave you with everything you want. If you know the other side must reach an agreement on a deal by a certain date for financial reasons, your willingness to comply with that date could be worth a great deal of money to them, without costing you much, if anything at all. It is up to you to find out what the other side really needs.

Untrained negotiators often allow their feelings to become too involved and they may take each rejection of a proposal as a personal rejection. So they become angry with the other person or blame them for failing to reach an agreement. While it is important to be yourself and, on occasion, not be afraid to express how you honestly feel, it is important to judge carefully when to do this. It is particularly important to maintain a polite and friendly personal relationship when you are facing a difficult negotiation, but keeping negative personal feelings out of the negotiation doesn't mean hiding your personality.

Think carefully about your negotiation schedule. Take breaks, particularly during times when you cannot agree on a particular point. But if you have to continue the negotiation on another day, make it soon, and keep the momentum of the negotiations. As long as you are still talking and meeting, you build rapport with the other party; learn more about what they need and ensure that your company is the one most likely to make the deal. This may require both patience and perseverance – but patience pays!

To 'win' a negotiation then, means that neither side should feel that they have 'lost'. You should know what you can offer the other side and know exactly what they want. If you have done everything you can and the deal remains outside the limits you have defined for yourself beforehand, then walk away from it. Either way, you're a winner!

- i) What does the writer advise us to remember when we start negotiations?

- A** You should not ask for too much.
- B** You shouldn't feel you have to accept the proposed deal.
- C** It is better not to be too aggressive in negotiations.
- D** You should have many different offers ready.

(2 marks)

- ii) Why does the writer suggest that you put yourself in the other side's positions?
- A** because they may have lied about what they want
 - B** in order to avoid being trapped into making a deal you cannot change
 - C** because it is likely that they have more to offer than you do
 - D** in order to be able to see your real value to them
- (2 marks)
- iii) The writer says that one advantage of making a concession to the other side is that
- A** you will be able to get something from them in return.
 - B** it will please them without any inconvenience to you.
 - C** the other party will be more willing to meet deadlines.
 - D** you will make more money on the deal.
- (2 marks)
- iv) The writer feels that expressing personal feelings
- A** is especially beneficial when negotiations are going badly.
 - B** may result in bad decisions being made.
 - C** often leads to anger during negotiations.
 - D** may be positive at certain times.
- (2 marks)
- v) What advice does the writer give concerning the negotiating schedule?
- A** Use breaks to discover more about the other party's needs.
 - B** If serious disagreement occurs, postpone the meeting until another day
 - C** Don't lose the rhythm of the discussions.
 - D** Continue the meeting until you reach an agreement.
- (2 marks)
- vi) What important piece of general advice is given in the article as a whole?
- A** Find out about the personalities of the people you will be negotiating with.
 - B** When negotiating, be prepared to offer more than you originally planned
 - C** You shouldn't worry if negotiations break down.
 - D** Do not allow your personality to intrude on negotiations.
- (2 marks)
- vii) In your opinion, is negotiating an easy or difficult task? Justify your answer.
- (3 marks)

- b) Read the article below and choose the best word to fill each gap from **A, B, C** or **D**.

Business Communication

One of the most important features in any business is communication. Good communication is required at all stages of the business process. Business employ, and are owned and run by, various groups of people. Workers, directors and shareholders are three important groups closely **(i)** _____ with a business. Other influential groups include customers, suppliers and the government.

Communication **(ii)** _____ between these groups and the individuals who make up the groups. Within **(iii)** _____ companies internal communications occur at, and between the various levels. Directors communicate with one another concerning the company's overall strategy. They **(iv)** _____ managers of their plans, and the managers then communicate with the other employees. **(v)** _____ are conducted concerning pay and working conditions. Managers communicate decisions and orders and try to **(vi)** _____ morale and motivation through good communication. Employees **(vii)** _____ communicate with each other, for example over production and wages.

External communication occurs when a company's directors or employees communicate with those individuals and groups who **(viii)** _____ with the company. Shareholders receive copies of the company's annual accounts, together with the **(ix)** _____ of the Chairman and Directors. Government departments require statistical and financial information from the company. An advertising agency is **(x)** _____ about the company's advertising policies. Customers need to know if goods have not been despatched and suppliers contacted if their goods have not been delivered. Reliable and effective communication is one of the key elements which leads to efficient management of a company.

- | | | | | | |
|-------|-------------------------|--------------------|-----------------------|---------------------|----------|
| i) | A implicated | B committed | C involved | D interested | (1 mark) |
| ii) | A takes place | B takes in | C takes over | D takes hold | (1 mark) |
| iii) | A singular | B lone | C individual | D unique | (1 mark) |
| iv) | A reply | B show | C acquaint | D inform | (1 mark) |
| v) | A Interrogations | B Questions | C Negotiations | D Interviews | (1 mark) |
| vi) | A grow | B mount | C gain | D improve | (1 mark) |
| vii) | A besides | B also | C such | D like | (1 mark) |
| viii) | A cope | B engage | C deal | D relate | (1 mark) |
| ix) | A files | B reports | C articles | D profits | (1 mark) |
| x) | A enquired | B prepared | C consulted | D warned | (1 mark) |

Total: [25 marks]

3. Imagine you work in the Student Service Department of a university. You have received feedback from some students who expressed concerns about their employability upon graduation.

Write an **email** to the President of the university, Prof. Evans Hill, to suggest **FOUR (4)** strategies to improve students' employability and **justify** each of the strategies proposed.

Total: [25 marks]

4. Imagine you work in a consulting firm *Blue Ocean*. You received an assignment for an important client – YumYum, which sells kitchen appliances.

Your client would like to market their products to China and has decided to consult your company.

Suggest **THREE (3)** practical strategies and **comment** on the pros and cons of **each** strategy.

Total: [25 marks]

- END OF QUESTIONS -