

**UNIVERSITY OF FORT HARE
EAST LONDON CAMPUS**

CMP 121E

**SECOND SEMESTER EXAMINATION
NOVEMBER 2019**

Time: 3 HOURS

Marks: 100

There are **THREE** pages including the cover page.

CMP 121E

INTERNAL EXAMINERS:

Miss Monique Banks
Prof. Chijioke Uwah

Instructions

Answer all questions in the answer booklet provided.

Question 1: Reports, Tables & Graphs

1.1 Describe what should be included in the following sections of a report:

1.1.1 Letter of transmittal (2)

1.1.2 Conclusion (2)

1.1.3 Recommendations (2)

1.2 Create a closed, formal table using the following information: (10)

Textbook Publishers Sales:

Law Textbooks: June- 250, July- 200, August- 270

Psychology Textbooks: June- 325, July- 250, August 400

Education Textbooks: June- 170, July- 150, August- 270

Agriculture Textbooks: June- 100, July- 75, August- 120

1.3 When a table or graph is presented in a report, it should be followed by a short paragraph which explains the important pieces of information. Create a paragraph describing the table you have just created. (10)

Question 2 Group Dynamics:

2.1 Discuss FIVE qualities which are essential for a leader to have, if he/she is to successfully lead his/her group. (5)

2.2 Name and explain TWO problematic group member personalities and explain how a leader should deal with each personality. (6)

Question 3: Oral Communication & Visual Aids

3.1 Describe a manuscript and Extemporaneous speech (4)

3.2 This semester we discussed TWO different types of distractions which could impact your speech. Explain each. (4)

3.3 Scenario: You have been asked to present a speech to a group of 150 matric learners about your experiences at the University of Fort Hare.

- 3.3.1 What visual aid would be the most effective? (2)
- 3.3.2 Provide ONE advantage and ONE disadvantage for this visual aid. (2)
- 3.3.3 How would you overcome the disadvantage? (2)

Question 4 Persuasive Communication & Language Awareness:

- 4.1 Explain ethnocentrism and discuss how and why it must be avoided in the workplace. (5)
- 4.2 Discuss the difference between an individualist and collectivist culture. Name TWO areas discussed in class of how these cultures may differ from one another. (8)
- 4.3 Discuss how one should be aware of language in the workplace with regards to gender under the following headings: (6)
- 4.3.1 Avoiding generics
- 4.3.2 Representing women equally
- 4.3.3 Avoiding biased or stereotyped terms

Question 5:

You have found the following advert for an admin position in the Daily Dispatch on Sunday, 8 September. Create a convincing cover letter AND CV for yourself which you will submit to the company. (30)

Admin position available, to start on 1 January 2020.

Textbook Publishers is a small book store which provides books to students at universities throughout the Eastern Cape.

We are looking for a professional, motivated, forward-thinking and neat individuals to take on the responsibilities of an admin clerk. You will be required to answer phones, make appointments, scribe meetings and interact with customers.

The following skills are essential:

- Computer literate
- Be able to communicate well in both English and Xhosa.

Please send through your CV and the attached cover letter to Mr. Nathi, nathi@textbookpublishers.co.za by 30 November 2019.

****End of Exam. Good Luck****