

Chapter 7

Management Skills (Communicating)

Workpack

Chapter 6 & 7 – Management Skills (MUST BE Leading, Motivating & Communicating)

Communicating

Barriers to Effective Communication

Factors to Consider to Communicate Effectively

Elements of Effective Communication

Meetings, Memos, Notice/Agenda, Minutes, Secretary/Chairperson

Report & Business Letter

Bar Charts, Pie Charts, Line Graph

The Business Guys

2015 Q4 (A)

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.

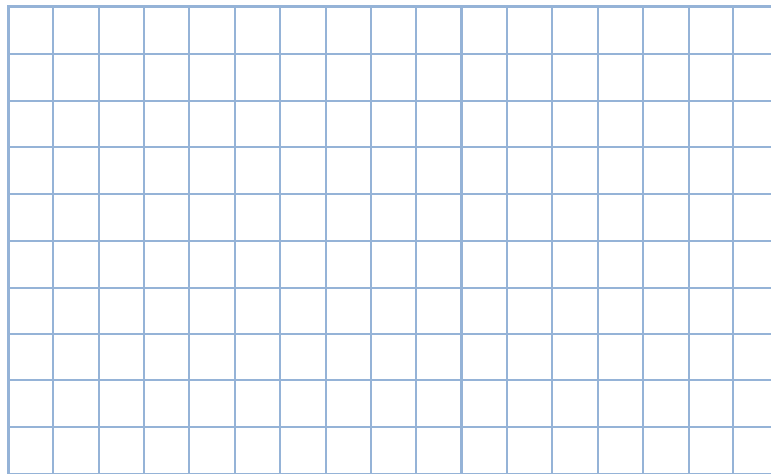
Month:	July	Aug	Sept	Oct	Nov	Dec
Sales in €:	50,000	60,000	40,000	30,000	20,000	10,000

- (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)

MS: 6 bars or points 6 @ 1 m Title of chart 2m X axis 2m Y axis 2m;

(ii) 3 @ 4m (2+2) Must be appropriate to the board/Paul; Link to Paul: 1 mark

Part (i)



(Note: For any chart or graph, a title and correct labeling of the axes are essential. In this question, it carried 6 of the 12 available marks.)

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Part (ii)

(Note: This is a trend that has developed, where the examiner doesn't just want you to repeat the textbook knowledge. You must be able to decipher what is relevant and link it to the question asked, e.g. only giving the principles relevant to communicating with the board.)

(ii) Outline the principles Paul should consider to ensure he communicates his message effectively to the board of directors. (25 marks)

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2019 Q4 (A)

A Chief Financial Officer (CFO) in a business needs exceptional communication skills and needs to adapt his/her communication style and message to different stakeholders.

- (i) Discuss the importance for a business of effective communication.
- (ii) Illustrate two barriers that a manager has to overcome to communicate effectively with staff, providing a different example in each case. (20 marks)

MS: (i) 2@5(2+3); (ii) 2@5(2+2+1)

(i)

(ii)

E.g.

E.g.

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2012 Q4 (A)

Illustrate the factors that a business needs to consider when communicating with its various stakeholders. (20 marks)

MS: 4 @ 5 marks (2+2+1). 'Illustrate' means give an example – this question asks the student to give an example using various stakeholders so you should link each point to a different stakeholder.

E.g.

E.g.

E.g.

E.g.

*The Business Guys***2014 Q4 (A)**

Describe the functions of the different meetings held by limited companies.
(20 marks)

MS: The AGM was awarded 10(4+4+2)

Any other two meetings were given 6(4+2)+4(2+2)

2011 Q3 Short

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

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

MS: (a) 4marks (2+2) (b) 6 marks (3[1+2] + 3[1+2])

1. _____

2. _____

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2012 Q4 (B)

Distinguish between the duties of a chairperson and a secretary in the organising and running of an Annual General Meeting. (20 marks)

MS: 2 x 10 marks(4+3+3). Three clearly developed points are required for both.

The Chairperson

The Secretary

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2014 Q4 (B)

Outline how developments in technology have benefited business communications. (20 marks)

MS: 4 @ 5 marks (2+3). Must mention a recent development in technology.

Development in Tech: _____

Benefit: _____

Development in Tech: _____

Benefit: _____

Development in Tech: _____

Benefit: _____

Development in Tech: _____

Benefit: _____

2009 Q4 (C)

"There is often a legal requirement for members of the public to hand over their personal information to public bodies."

Discuss the provisions of the Data Protection Act 1988 in relation to:

- (i) The Rights of Data Subjects
- (ii) The Obligations of Data Controllers.

MS: 2 @ 5 Marks (2+3)

This has also appeared in Q1 along with the other Acts, so be prepared to occasionally see a question asked in a question you are not used to seeing.

- (i) The Rights of Data Subjects

- (ii) The Obligations of Data Controllers

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2017 Q4 (C)

Bective Manor is a stately home available for wedding ceremonies and functions. It has recently started using Twitter and Facebook to market its services. Customers' details are stored in a database. Emer Kelly, the Marketing Manager, has been assigned the additional role of Data Protection Officer.

Using your knowledge of the Data Protection Acts 1988 and 2003, draft a report from Emer Kelly to Richard Daly, Managing Director, outlining the obligations of Bective Manor to its customers in relation to data protection. (Use today's date.) (20m)

TITLE _____

PREPARED BY: _____

PREPARED FOR: _____

DATE: _____

TERMS OF REFERENCE: _____

BODY OF THE REPORT (MAIN FINDINGS):

RECOMMENDATIONS:
