

**NATIONAL UNIVERSITY OF LESOTHO
INSTITUTE OF EXTRA MURAL STUDIES
DEPARTMENT OF BUSINESS AND MANAGEMENT DEVELOPMENT
BACHELOR OF ARTS IN BUSINESS AND ENTREPRENEURSHIP
BBE1301- COMMUNICATION SKILLS**

JANUARY 2023

TIME: 3 HOURS

MARKS:100

INSTRUCTIONS:

Answer **ALL** questions

QUESTION 1: PROFESSIONAL DOCUMENTS

Application Letter and Curriculum Vitae

Faith Consultants Pty Ltd has two positions: **Finance Manager** and **Sales Manager**.

1. Position: Finance Manager

Job description

Faith Consultants Pty Ltd is looking for a suitably qualified, enthusiastic and determined Finance Manager to join the company Sales Team. Such candidate will influence their business insight, technical skills, strong communication skills and model expertise to provide partners with key insights into trends. The Finance Manager should ensure the company's financial success. The candidate should also oversee short- and long-term financial plans, direct investment and write forecasting reports related to financial goals. The candidate also needs to look for ways to reduce costs and maximise profits. The Finance Manager must have strong communication, interpersonal and analytic skills.

Qualifications: Bachelor's degree in accounting, finance, economics or related field

2. Position: Sales Manager

Faith Consultants Pty Ltd is also looking for a suitably qualified driven candidate with strong communication and interpersonal skills for the position of Sales Manager. The candidate should prepare budgets, oversee expenses and establish goals for sales representatives. As intermediaries between sales staff and company's executives, the Sales Manager should coordinate with clients, distributors, dealers and other personnel throughout the supply chain.

Qualifications: Bachelor's degree in accounting, finance, economics or related field

- a) Write an application letter of 1-1½ pages for one of the two positions. Your application should be guided by the provided job descriptions qualifications above. Marks will be awarded based on layout, introduction, body paragraphs, conclusion, language and grammatical conventions.

[25 marks]

- b) Write a curriculum vitae (CV), which is also relevant to position you are applying for. It should include personal details, educational background, work experience and other activities related to the applied post. Also, include two references. **[25 marks]**

QUESTION 2: ACADEMIC WRITING

- i. Replace the following phrasal verbs with a more formal single word.
- a) The cinema was **pulled down** ten years ago and **I've** been bored.
 - b) People have **cut down** on their consumption of beef.
 - c) The economic outlook is **nice**.
 - d) The examination results were **super** and I **got** excellent results.
 - e) **She's** been all around the world.
 - f) Our questionnaire shows that teachers **aren't** paid what **they're** worth.
 - g) The university is **thinking** about installing CCTV. **[10 marks]**
- ii. Join the following sentences to form the sentences in brackets.
- a) She cried. She was too excited. (complex)
 - b) The boy had just left. He is selling magazines. (compound)
 - c) I waited for her. It began to grow darker. (complex)
 - d) Thabo and Mpho arrived at the bus station. It was late. They arrived on time. (compound-complex)
 - e) She ate. The meal was delicious. (simple) **[10 marks]**

iii.

The pandemic continues to offer significant challenges for supply chains globally. Even in 2022, national lockdowns slowed or even temporarily stopped the flow of raw materials and finished goods, disrupting manufacturing. However, the pandemic has not necessarily created any new challenges for supply chains. In some areas, it brought

to light previously unseen vulnerabilities including staff shortages and losses due to closures. But overall, it has accelerated and magnified problems that already existed in the supply chain.

Supply chain and COVID-19. 2020. A.M. Letsie. NUL Publishers. Maseru

- a) Quote directly from the source to provide the challenges brought by COVID-19 in the supply chain. **[5 marks]**
- b) Quote indirectly from the source to provide evidence indicating that COVID-19 did not bring new challenges to the supply chain. **[5 marks]**
- c) Rearrange the following reference entries and compile a proper APA reference list.
- How to start a business. 2020. A.M. Letsie. NUL Publishers. Maseru
 - Centre for Business Management (CFBM). 2022. Improving Bookkeeping. Read 28th January 2023. <https://www.cfbm.gov/improvingbookkeeping/2022-ncov/symptoms.html>.
 - Journal of the Royal Society of Business. 2021. Hughes, E.S. and Turner, G. Effective business habits and management: a review. Issue 1, Vol, 2. <https://journal.sagepub.com> **[20 marks]**