

# Assignment 1 (TMA1)

**Date due:** 25 May 2011

**Length:** You should answer both questions in this assignment. The answer for Question 1 will be worth 60% of the marks for this assignment, whereas the answer for Question 2 will be worth 40%. The *total* length of your answers to this assignment should not exceed 1,600 words. (To gain high marks, you should make your answers close to the expected lengths. Answers deviating significantly from the expected lengths will lose marks.)

This assignment has been designed to help you understand the business communication strategies and team communication discussed in *Units 1–2*. You will also find that part of the examination is designed to test this area of your knowledge. By completing the assignment carefully and reading your tutor's comments, you will also be preparing yourself for the examination.

**Remember:**

- 1 You are expected to apply the concepts you have studied on the course.
- 2 You should write your own answers appropriate to the situations given. You are encouraged to use the relevant terms used in the course; however, at the same time, you should be careful about plagiarism.

**Note:** Answer both Question 1 and Question 2.

## Question 1 (60 marks)

Read the following case and finish the tasks that follow.

Jonathan Ng is the Accounts Manager of Povita, a large manufacturing company in Hong Kong. He has been working with Povita for over 10 years. Jonathan has a BBA in Accounting from a local university and is a chartered accountant.

George Brown is newly appointed as the Financial Controller of Povita. He has an MBA from a Canadian university. George is a very conservative person. He likes facts and statistics.

Recently, one of the computers in Jonathan's department has broken down and some of the computers are rather old and slow. Jonathan is thinking of buying three more advanced computers to replace the broken one and two of the old computers. Jonathan also wants to purchase a more sophisticated photocopier to help reduce the staff workload. At the moment, he has hired two part-time clerks to take up some of the work of his full-time staff.

However, since the profits of Povita have been falling for the past few months, Jonathan has been informed that there can hardly be any expenditure on new equipment for the next year. Jonathan

knows that his office could run more efficiently if he had three new computers and a more sophisticated photocopier. With this new equipment and staff training on how to use it, he could dismiss the two part-time clerks

Jonathan decides to talk to George so as to get his new equipment

Assume you are Jonathan. Use the business communication strategies that you have learned from *BUS B104* in your meeting with George.

- a Set a communication objective for your meeting with George. (no more than 50 words)
- b Choose your communication style for the meeting with justification. (no more than 200 words)
- c Show how you could motivate George to accept your idea with clear explanations. You should use five ways to motivate him. (no more than 550 words)

## Question 2 (40 marks)

Read the following case and finish the tasks that follow.

Jesse Newton is the new Assistant Sales and Marketing Manager of Frances & Francis Department Store Chain. Jesse is a very efficient person, but sometimes he can be quite impatient.

Shirley Foo is the Assistant Administrative Manager of the company. Shirley is very hardworking and enthusiastic about her job.

Frances & Francis decided to have the uniform of its store assistants changed by the second week in June. Jesse and Shirley are working together for the past two months on the uniform project.

Yesterday, BXB Uniform Company, a medium-sized company which designs and tailors uniforms for organizations, sent the first 500 out of the 1,000 uniforms that Frances & Francis ordered to the company. However, after checking the uniforms, Jesse was not happy with the colour. He wanted to refuse to accept them and demand BXB Uniform Company to remake all the uniforms.

Thinking that the colour is only slightly different from the sample that BXB gave to Frances & Francis, and considering the deadline of changing the uniform of the company's store assistants, Shirley decided to talk to Jesse and convince him to negotiate a discount with BXB instead of asking BXB to remake all the uniforms.

It is 2:45 pm on a Wednesday afternoon. The following is the conversation between Shirley and Jesse:

Shirley: (knocks at the door) Hello, Jesse.

Jesse: (looks up from his computer) Hi, Shirley. Come in.

(Shirley goes into Jesse's office.)

Shirley: Busy?

Jesse: As usual.

Shirley: Busy is good. Isn't it? The big boss'll be happy to know that you're busy!

Jesse: (laughs a bit) Certainly. ... Well, you said on the phone that you would like to talk about our new uniforms.

Shirley: Well, Jesse, you see ... the uniforms that BXB made for us...

Jesse: Yes, Shirley. I know you want to talk about the colour of the uniforms, right?

Shirley: Yes.

Jesse: Shirley, I have to say that, the colour is really different from the sample that BXB showed us before, isn't it?

Shirley: Jesse, it's true that the colour is slightly different from the ...

Jesse: (exclaims) Slightly? It's outrageous to say... (He realises Shirley is upset by his reaction, so he calms himself down.) Sorry, Shirley, I probably have overreacted a bit. ... Look, I just call a spade a spade. I really want to have this project done in an excellent way. And you should know marine blue is very different from mountain blue. I won't call the difference a small one ...

Shirley: Look, Jesse, I think BXB has discussed that with us before... they actually told us that the colour might come out a bit different and you said as long as it's blue, it's acceptable. And in fact the difference is not as big as you think...

Jesse: Shirley, I don't think so, I saw it ...

Shirley: Jesse, you know we're running out of time. If you reject the 500 uniforms BXB sent to us yesterday, they may not be able to deliver all the 1,000 uniforms in two weeks' time. You know there is a deadline we need to meet. Is there any alternative way to solve the problem here? Perhaps we could negotiate with BXB ...

Jesse: I know the clock is ticking, but we need things done in a good way. We can't just ask the company to accept any faulty uniforms ...

Shirley: Saying that these are faulty uniforms is a bit exaggerating. Don't you think so?

Jesse: No. I think it is exactly what these uniforms are.  
(The telephone rings.)

Jesse: Excuse me. (He picks up the phone.) Jesse speaking. ...Yes, Linda. ... So, they're waiting for me? ... OK. Please let them know that I'll be there in a minute.

Jesse: Shirley, I guess we have to stop here. I still need to attend another meeting. Why don't you talk to BXB and see when they can deliver all the uniforms... in the right colour to us? Make sure they deliver the uniforms to us before our deadline.

Shirley: (sounds frustrated) Jesse, I really don't think it'll work ...

Jesse: Why don't just talk to BXB first? I really have to go.

Shirley: Jesse ...

Jesse: Bye, Shirley. (packing his things)

Shirley: If we can't meet the deadline, it'll be on you! (She walks out of Jesse's office angrily.)

- a Was there a conflict in the situation? Justify your answer. (no more than 200 words)
- b Analyse the disagreement/conflict. (no more than 200 words)
- c Suggest, with clear explanations, how the disagreement/conflict could be resolved. (no more than 400 words)

## Checklist for Assignment 1

Have you answered both Question 1 and Question 2?	
Have you proofread your work carefully?	
<i>If you send the assignment to your tutor by post:</i>	
Have you correctly filled in all parts of the TMA form and attached it to your assignment?	
Have you put enough postage on the envelope to get your assignment delivered to your tutor?	
Have you included a stamped acknowledgement card?	
Have you posted your assignment to your tutor's correct address at least three days before the due date?	
<i>If you send the assignment to your tutor by online submission:</i>	
Have you named your file properly?	
Have you submitted your assignment online through the Online Learning Environment (OLE), not by email?	

## How this assignment will be assessed

For both questions of this assignment you will gain marks for:

- demonstrating that you can apply what you have learned so far about the business communication strategies and team communication to a practical situation;
- the quality of your answers;
- how well you have organized your discussion;
- good presentation and acceptable length; and
- good English.