



Ofqual QAN	<i>Sample</i>
Quartz ID	<i>Sample</i>
Qualification	Level 2 Diploma in Business

Unit ID	<i>Sample</i>
Assessment	Relationship Building in Business
Assessment Type	Global Examination
Date	<i>Sample</i>
Time	<i>Sample</i>

SAMPLE Examination Question Paper

Complete Sections A and B.

Cross out surplus answers.

Time: 1 hour

The maximum mark for this paper is 50.

Any reference material brought into the examination room must be handed to the invigilator before the start of the examination.

All answers must be written in the answer booklet provided. Do NOT write on this paper.

SECTION A - Multiple Choice Questions

Answer these in your answer booklet – do NOT write on this Question Paper.
Write ONE (1) correct answer from A, B, C, or D for each question in your answer booklet.

Each question is worth 1 mark.

Marks

Question 1

At what level are business relationships important?

1

- A** Operational
- C** Strategic

- B** Tactical
- D** At all levels

Question 2

Which of these traits could cause harm to a relationship?

1

- A** Trust
- C** Active listening

- B** Empathy
- D** Mixed messaging

Question 3

Which of these terms is featured in the Mendelow matrix?

1

- A** Importance
- C** Keep informed

- B** Influence
- D** Minimal contact

Question 4

Which stakeholder is the least important according to the Mendelow matrix?

1

- A** Key player
- C** Keep informed

- B** Minimal effort
- D** Keep satisfied

Question 5

Which of these qualities is not featured in the work of Daniel Goleman on Emotional Intelligence?

1

- A** Social skills
- C** Empathy

- B** Self-motivation
- D** Decision making

Question 6

Which of these factors can contribute to the breakdown of a relationship?

1

- A** Dishonesty
- C** Openness

- B** Communication
- D** Collaboration

Question 7

Which of these body language signals should be seen negatively during a business meeting?

1

- A** Smile
- C** Shaking of head

- B** Nod
- D** Prolonged eye contact

Question 8

Which of these components is recognised as the largest contributor to communication?

1

- A** Non-verbal
- C** Vocal

- B** Visual
- D** Words only

Question 9

Which of these stakeholders for an organisation would be classed as connected?

1

- A** General public
- C** Competitor

- B** Media
- D** Shareholder

Question 10

A stakeholder who is involved in the day to day running of an organisation is usually classed as:

1

- A** Internal
- C** Connected

- B** External
- D** Primary

Question 11

Which of the following words are **NOT** featured in the SMART acronym?

1

- A** Measurable
- C** Achievable

- B** Structured
- D** Realistic

Question 12

Which of these examples is the best representation of a SMART objective?

1

- A** Increase sales by 10%

- B** Decrease costs by half for the next financial year

- C** Improve customer service for online sales

- D** Reduce the number of complaints by 50% in 2024

Question 13

Which ONE (1) of the following stakeholder's expectations would most likely be to achieve a good return on their investment?

1

- A** Staff member
- C** Shareholder

- B** Customer
- D** Supplier

Question 14

Which of these elements is **NOT** featured in the communication process?

1

- A** Audience
- C** Receiver

- B** Sender
- D** Message

Question 15

Video conferencing is used for which type of communication method?

1

- A** Writing a letter
- C** Holding a meeting

- B** Composing an email
- D** Conducting a telephone conversation

Question 16

What type of document is usually used to record the activities and actions agreed within a meeting?

1

- A** Email
- C** Minutes

- B** Report
- D** Agenda

Question 17

You are delivering a presentation to staff about forthcoming changes at work and observing the audience's body language.

1

Which of these forms of body language of staff present should be the most alarming to you?

- A** Nodding and smiling at presenter
- C** Heckling and booing at certain information

- B** Slouching in chair and distracted
- D** Folded arms and making limited eye contact

Question 18

Which ONE (1) of these types of business communication is usually used to book an appointment with a customer?

1

- A** Letter
- C** Presentation

- B** Report
- D** Telephone call

Question 19

Which of the following forms of business communication is usually used to set out your recommendations of what a customer needs from your organisation?

1

- A** Report
- C** Telephone call

- B** Letter
- D** Business proposal

Question 20

Which stakeholder is most likely to expect a fair day's work for a fair day's pay?

1

A Customer
C Bank

B Competitor
D Staff

Total 20 Marks

Questions continue on the next page

SECTION B Answer ALL parts of the question.
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Marks

Question 21

The tutor has been called away to deal with an important internal matter and asks you to stand in for them and deliver a briefing to fellow students about their forthcoming assessment.

As you deliver the briefing to a class of students you look up to find some students nodding and smiling at the points you are making and other students joking and giggling between themselves. Some students seem distracted by friends signalling and shouting outside, others sat slouched in their chairs with their arms folded and one particular student has a red face, clenched fists and is staring for a prolonged time at you.

- | | | |
|-----------|---|-----------|
| a) | Identify the THREE (3) elements of communication and recognise which ONE (1) has the most impact on conveying a message to an audience. | 5 |
| b) | Describe the different types of body language displayed by the class and determine their respective meanings. | 15 |
| c) | Explain the benefits of reading body language in a briefing or meeting with students. | 10 |

Total 30 Marks

End of paper