



ASSIGNMENT 2ND SEMESTER : INTERNATIONAL COMMUNICATION (IC)

STUDY UNITS COVERED : MODULES 1 TO 7

DUE DATE : 3.00 p.m. 17 AUGUST 2010

TOTAL MARKS : 100

INSTRUCTIONS TO CANDIDATES FOR COMPLETING AND SUBMITTING ASSIGNMENTS

The complete 'Instructions to Students for Completing and Submitting Assignments' must be collected from any IEX office, or the relevant Student Support Centre, or can be downloaded from the IMM website. It is essential that you study the complete instructions prior to beginning your assignment. The following points highlight only a few important notes:

- 1) You are required to submit ONE assignment per subject.
- 2) The assignment will contribute 20% towards the final examination mark, and the other 80% will be made up from the examination, however, the examination papers will count out of 100%.
- 3) Although your assignment will contribute towards your final examination mark, you do not have to earn credits for admission to the examinations; you are automatically accepted on registering for the exam.
- 4) Number all the pages of your assignment (e.g. page 1 of 4), and write your name and surname, student number and subject at the top of **each** page.
- 5) The IEX requires assignments to be presented in a typed format and on plain A4 paper. This assignment must be completed within a limit of 1500 words, excluding the bibliography.
- 6) A separate assignment cover, which is provided by the IEX, must be attached to the front of each assignment.
- 7) Retain a copy of each assignment before submitting in case the original does not reach the IEX.
- 8) The assignment due date refers to the day up to which assignments will be accepted for marking purposes. The deadline is 3:00 p.m. on 17 August 2010. Late assignments will be accepted, but **25 marks** will be deducted from the maximum mark, if received after 3:00 p.m. on 17 August 2010 and up to 5:00 p.m. the following day, after which no assignments will be accepted.
- 9) If you fail to follow these instructions carefully, the IEX cannot accept responsibility for the return of the assignment. It may even result in your assignment not being marked.

Results will be available on the IEX website, www.iex.co.za on Friday, 8 October 2010.

SPECIFIC INSTRUCTIONS:

Your answers should be set out as business documents or letters as the case may be with suitable headings and sub-headings where appropriate. In total, your answer should not exceed 1 500 words.

QUESTION 1**[15]**

What elements should a company letterhead contain? Why do you think these elements are important?

QUESTION 2**[35]**

The following is supposed to be a promotional or sales letter to potential buyers of a range of flavoured mustards; re-write the letter, showing how you think it could be improved. Remember that the potential buyers are the retail outlets who would stock the mustard, not the final consumers. You may change the letter as much as you like, and you may omit any statements that you think are irrelevant. However, you should base your letter on facts that are contained in this version and not create your own.

Dear Sirs,

We have been in business for 10 years. Our father started the business 40 years ago, using traditional family recipes. When he died 10 years ago, me and my brothers had to find a way to earn a good living so that we could support ourselves and our mother. This is why we changed the name of the company from J Daniels Company to Daniels Brothers CC. Although we changed the name of the company, we did not change any of the way of making the mustards that our father made. We still use the same ingredients and prepare the mustards in the same way. Our father always insisted on buying the best quality spices and only the highest grade of mustard seed. We still follow this tradition. Also, our father did not believe in using false colouring or modern preservative; he said that if the mustard was made properly it did not need any of these chemicals to taste good and keep good, but it would do that naturally.

Our father was a smart businessman, though, and he knew that we had to make the mustard according to government safety laws, and this we still do. We are checked every month to make sure that we meet HACCP requirements. These are the requirements of the European Union countries so you can see that we produce very good quality products. Our father also believed that we should make four different flavours so that people could have a choice and eat a different type of mustard depending on what meat or cheese they were eating for their meal. This is why we make dill mustard, hot spice mustard, balsamic mustard, and wild flower mustard.

We have from time to time expanded our factory so that we are able to produce an increasing amount of mustard. This has allowed our business to grow and has meant that our equipment is never very old. We thought, too, that we should move with the times, so to speak, and have recently introduced a honey and herb mustard and a coconut and honey mustard.

We note that your company has not featured amongst our customers before, and therefore we hope that by introducing ourselves to you we might do profitable business together. Our eldest brother has inherited our father's good business sense and therefore we have always managed to keep our costs low, so that our mustards are reasonably priced, especially if you remember that they are really largely hand-made and of very high quality.

We look forward to your favourable reply.

Yours faithfully

Jack Daniels

Marketing manager

QUESTION 3 [40]

Using the example of the range of mustards referred to in Question 2, what essential items of information would Daniels Brothers CC need to obtain in order to determine the viability of the United Kingdom as a target export market? Do not just reproduce the market research checklist, but analyse which items of information referring specifically to a product such as mustard and to the UK as a market.

Your answer should be set out as a business document with suitable headings and sub-headings and should not exceed 500 words.

PRESENTATION [10]

ASSIGNMENT TOTAL: 100