



**INTI**  
International College Penang  
LAUREATE INTERNATIONAL UNIVERSITIES\*

**FINAL**  
Examination Paper

(COVER PAGE)

Session : August 2017

Programme : Certificate in Business Studies (CBSI)

Course : COM1001: Business Communication Skills

Date of Examination : 11 December 2017 (Monday)

Time : 11:00am – 1:00pm Reading Time : Nil

Duration : 2 hours

**Special Instructions** :

This paper consists of TWO (2) sections.

Section A: Choose ONLY 2 (TWO) questions and answer them in the answer booklet provided.

Section B: Choose ONLY 2 (TWO) questions and answer them in the answer booklet provided.

Materials permitted :  
Nil

Materials provided :  
Nil

Examiner(s) : Archanaa Maniappen

Moderator : Assoc. Prof. Dr. Ting Su Hie

*This paper consists of 6 printed pages, including the cover page.*

## INTI INTERNATIONAL COLLEGE PENANG

CERTIFICATE IN BUSINESS STUDIES (CBSI)  
 COM1001 : BUSINESS COMMUNICATION SKILLS  
 FINAL EXAMINATION: AUGUST 2017 SESSION

**Instructions:** This paper consists of 2 (TWO) sections. Read the instructions carefully.

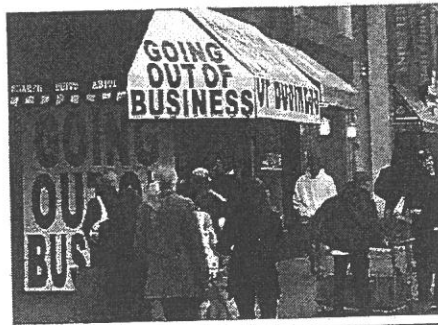
## SECTION A: SHORT ANSWER QUESTIONS

(30 marks)

Read the passage and observe the chart below carefully. Answer the questions that follow.

**The Challenge of Running  
 a Family Business**

- 1 In the United States, families own about 85 percent of all businesses. However, less than 30 percent of these companies last more than 20 years. The companies **fail**, and the owners can't **pass down** the family businesses to their sons and daughters. Why is it so difficult for family businesses to survive?
- 2 One reason may be changing times. Fifty years ago, many families owned local grocery stores. But today, small family-owned stores cannot compete with large supermarket chains. Today, most Mom and Pop stores<sup>1</sup> are a thing of the past<sup>2</sup>. The way of life is another **challenge** in a family business. A successful company requires hard work and long hours. Younger generations may not want this **lifestyle**,



Less than 30 percent of family businesses last more than 20 years.

They may want more freedom. In addition, sons and daughters may not have the same **enthusiasm** for the business as their parents.

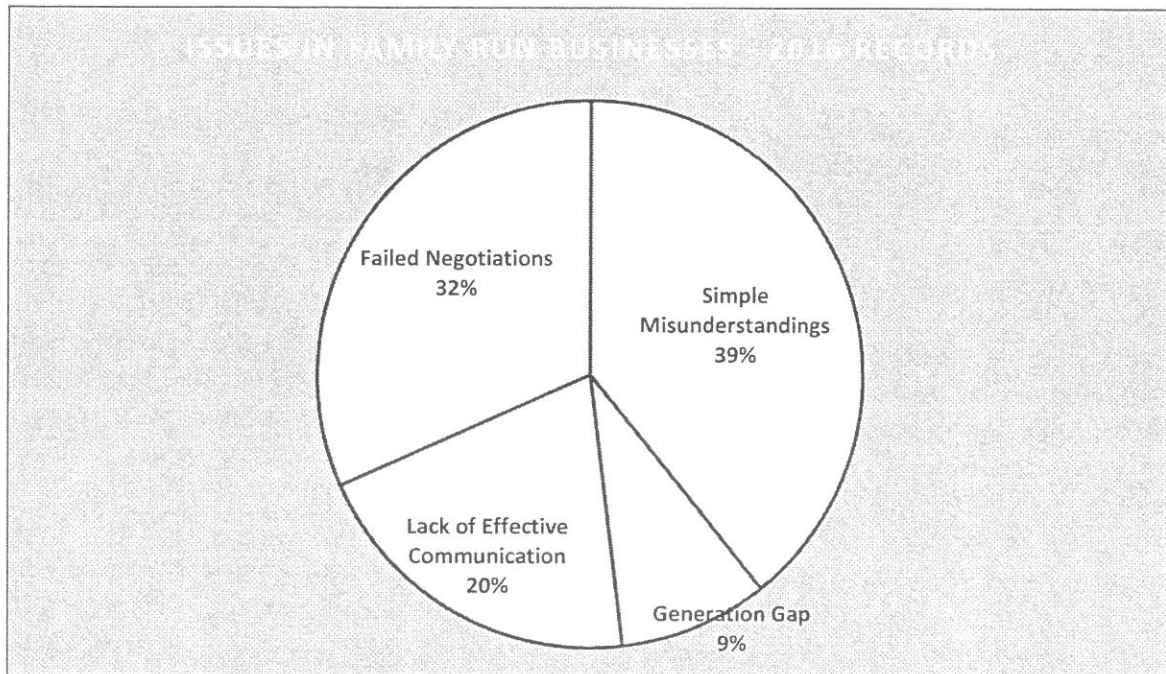
- 3 A successful family business **depends on** the family's strengths and **talents**. However, families also bring their weaknesses and personal problems to the workplace. Many families do not communicate well, and they are not good at solving problems together. These challenges often cause businesses to fail. According to Professor Randel Carlock, these problems are common. He says, "Being part of a family is very difficult. Being part of a family business is even more difficult."

Love is important in a family, but love is not enough to run a family business. The business must achieve financial success.

- 4 The Bancroft family is an interesting example. For 105 years, the Bancroft family owned *The Wall Street Journal*. It is one of the most famous newspapers in the United States. But there were many family problems. They did not communicate well, and they disagreed

about many things. One person said that they couldn't even agree on where to go for lunch! The younger family members wanted the business to be more profitable. The older members thought the quality of the paper was more important than making money. In addition, the family let people outside of the family manage the newspaper. They did not take part in many important decisions. Finally, in 2007, all 33 of the Bancroft family owners agreed to sell the company. Although the business had lasted several generations, the Bancrofts eventually had to sell their company because they did not manage it well. In the end, many of their family relationships suffered.

- 5 Many families dream of passing down their businesses to the next generation, but this requires careful planning and preparation. Good management is a key to success. All employees, especially family members, need to have clear **responsibilities**. Family business owners need to think about how decisions are made. Also, they should be **realistic** about the dreams and **goals** of the younger generation. Family businesses can be successful because of strong family ties<sup>3</sup>. But to succeed for more than one generation, families need to manage their businesses carefully.



(Adapted from: *Q: Skills for Success, Reading & Writing*. 2011. Oxford University Press. Pg 91 & 92)

This section consists of 3 (THREE) questions. **Choose ONLY 2 (TWO)** questions and answer them in the **ANSWER BOOKLET** provided.

### Question 1

Summarize the reasons behind failed family businesses. Construct your summary in 100 – 120 words. (15 marks)

### Question 2

Based on your reading, how can family businesses maintain a healthy growth and effectively pass down their legacy from one generation to another? Identify the points from the passage above and construct your answer within 100 – 120 words. (15 marks)

### Question 3

There is a simple pie chart accompanying the passage. Based on your observation of the chart and your understanding of the passage – construct an explanation / a simple report based on the information provided in this chart. You may choose to compare the information provided in the chart to the information you have derived from the passage. Construct your answer within 100 – 120 words. (15 marks)

**SECTION B: ESSAY QUESTIONS****(70 marks)**

This section consists of 4 (FOUR) questions. **Choose ONLY 2 (TWO)** questions and answer them in the **ANSWER BOOKLET** provided.

**Question 1**

You have ordered a magazine online – Business Insider – from Mimosapudica (a reputed bookstore) and have made full payment. You have the online receipt that was provided by Mimosapudica. The magazine was delivered to you just this afternoon, but it's the wrong edition. You had ordered the August 2017 edition. You have received the July 2017 edition. You have tried calling Mimosapudica twice – and the customer service personnel took down your report but nobody got back to you. This magazine is important since it contains a business survey kit that you are planning to use for an assignment.

Based on the situation above, construct a FORMAL EMAIL of complaint to Mimosapudica's Online Sales & Purchase department. Inform them of your issue and request for a speedy response. (35 marks)

**Question 2**

In your final semester of study in INTI Penang, you are encouraged to apply for an internship or even work while studying, as long as it does not disrupt your classes. You notice a junior staff position vacancy in the StarCups outlet in King's Bay Mall, Penang. It is stated that those who are interested should have some basic knowledge of coffee / tea, sales, marketing and basic accounts. They have also mentioned a command of English language as an important characteristic. StarCups is well known for its excellent customer service and dynamic staff. You know that you would learn a lot from this stint.

Construct a FORMAL EMAIL to StarCups's Human Resource Department (HR), applying for this job. Convince them to call you in for an interview session. Be sure to mention why the HR Department should take you seriously. (35 marks)

**Question 3**

Ren is a final year student from Japan. He has enrolled in INTI Penang as an international exchange student and has signed up for a business course. The class he has signed up for is predominantly Malaysian with just 5 foreign students (2 from Hong Kong, 1 from Indonesia, 1 from Pakistan and Ren himself).

As all exchange programmes, Ren is expected to learn the Malaysian culture and mingle with the Malaysian people. He is supposed to work on projects with Malaysian students and study their team strategies and communication networks. This knowledge is important as Ren is aspiring to become a South East Asian investment advisor. Sadly, even after a month of class, Ren could not make friends easily with his batch of Malaysian students. He noticed that the Malaysian students were always with their group of friends (their 'cliques') and rarely communicated with others. Even when the lecturer assigned them to random groups, Ren and the other foreign students found it near impossible to have a normal, casual conversation with their classmates.

Based on the situation given, answer the following questions.

- (i) It may be a case of cultural / racial difference that makes it difficult for Ren to communicate with the Malaysian students. Do you agree with this statement? Why so, or why not? Provide at least 3 reasons to support your stand. (15 marks)
- (ii) What would you have done if you were one of the Malaysian students from Ren's batch and why? Provide at least two (2) suggestions. (10 marks)
- (iii) What are the negative effects of cultural / racial barriers in communication? What do you think can be done to further encourage effective interactions amongst Malaysian students and international students in INTI? Justify your answers. (10 marks)

#### Question 4



(Picture source : GOOGLE IMAGES)

This is a picture of Max during one of his presentations. He was presenting on why and how members of the department could have clearer job titles and responsibilities. It was a very important presentation and he had a lot to share. He decided not to use Power Point slides and drew a simple chart / diagram on a piece of paper. He had prepared this because he wanted to discuss his ideas and expected feedback from an active audience. He was excited and spoke for 1 hour straight, and his team (according to Max) was listening to him.

Answer these questions based on the picture above and the description below it.

- (i) Was this presentation effective? Did the audience get the message that was being presented? State the non-verbal signals present to support your answer. (10 marks)

- (ii) What could Max have done to improve his presentation? If you had a similar task of presenting an idea to your department mates, what would you have done? Support your answer with relevant examples. (15 marks)
- (iii) Sometimes, the topic of discussion may be uninteresting but it could be important none the less. What are the responsibilities or audience etiquette that you would follow or suggest in this case? Justify your answers. (10 marks)

**-THE END-**  
*COM1001(F)/AUG2017*