



INTI
International College Penang

FINAL
Examination Paper

(COVER PAGE)

Session : April 2019

Programme : CERTIFICATE IN BUSINESS STUDIES (CBSI)

Course : **COM1001: BUSINESS COMMUNICATION SKILLS**

Date of Examination : 31 July 2019 (Wednesday)

Time : 2:00pm – 4:00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

This paper consists of **TWO (2)** sections.

Section A: Answer only **TWO (2)** questions out of the **THREE (3)** questions in the answer booklet provided.

Section B: Consists of **FOUR (4)** Essay questions. Answer **ONLY TWO (2)** questions in the answer booklet provided. All questions carry equal marks.

Materials permitted :

Non-Programmable Calculator

Materials provided :

Answer booklet

Examiner(s) : **Ms. Kasturi Kurunathan**

Moderator : **Assoc. Prof. Dr. Ting Su Hie**

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

CERTIFICATE IN BUSINESS STUDIES (CBSI)
COM1001: BUSINESS COMMUNICATION SKILLS
FINAL EXAMINATION: APRIL 2019 SESSION

Instructions: This paper consists of **TWO** (2) sections. Read the questions carefully and answer accordingly in the answer booklet provided.

SECTION A: SHORT ANSWER QUESTIONS (30 MARKS)

This section consists of three (3) questions. Answer **ONLY** two (2) questions. All questions carry equal marks.

THE CHALLENGE OF RUNNING A FAMILY BUSINESS

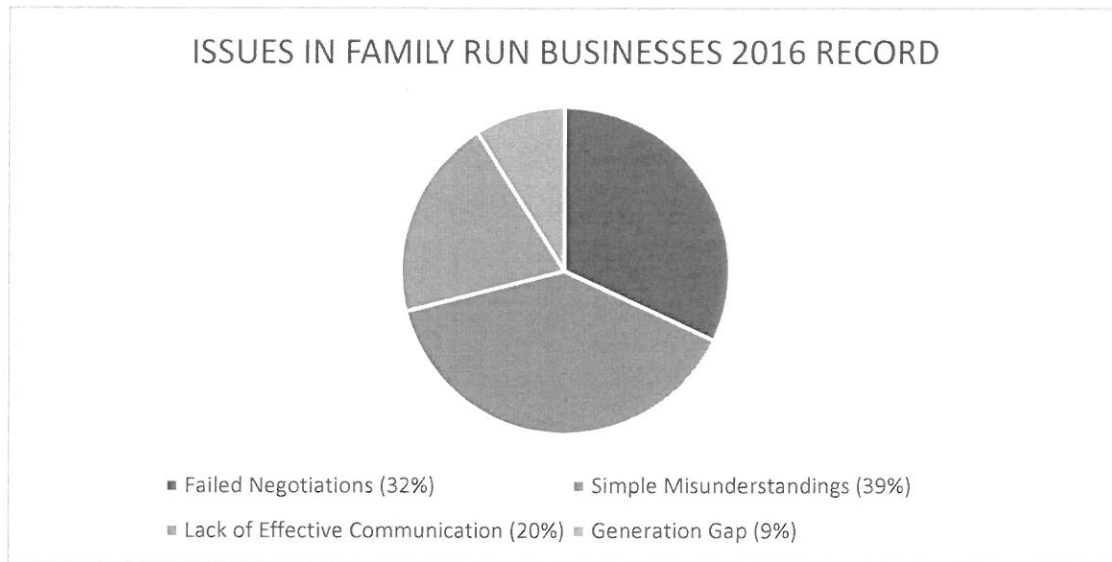
In the United States, families own about 85 % of all businesses. However, less than 30% of these companies last more than 20 years. The companies fail and the owners can't pass down the family business to their sons and daughters. Why is it so difficult for family business to survive?

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 are a thing of the past. 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. They may want more freedom. In addition, sons and daughter may not have the same enthusiasm for the business as their parents.

A successful family business depends on the family's strengths and talents. However, families also bring their weaknesses and personal problems to 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 business, but love is not enough to run a family business. The business must achieve financial success.

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 they 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 member 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 has to sell their company because they did not manage it well. In the end, many of their family relationships suffered.

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. But to succeed for more than one generation, families need to manage their businesses carefully.



(Adapted and edited from: Q: Skills for Success, Reading & Writing. 2011 . Oxford University Press)

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

Question 1 (15 marks)

Summarise the reasons behind failed family business. Construct your summary in 100 – 120 words.

Question 2 (15 marks)

Based on your reading, how can family business 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.

Question 3 (15 marks)

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.

SECTION B: ESSAY QUESTIONS (70 MARKS)

This section contains four (4) questions. Answer only TWO (2) questions. All questions carry equal marks.

Question 1 (35 Marks)

You are a project manager with Cassie Advertising Sdn Bhd. You are currently involved in a huge advertising project for a beverage company that specializes in various juices. Your project was scheduled for completion by the end of next week. However, due to unforeseen circumstances there has been a delay in the completion of the project.

Write a **MEMO** to the CEO of the beverage company, Mr Harry apologising for the delay. You could also explain what caused the delay and explain why you need another 2 weeks to complete the project.

Question 2 (35 Marks)

You are in your final semester in INTI International College Penang. You are encouraged to apply for an internship or work while studying (ensure that it does not disrupt your education). You have come across an advertisement for a junior staff position vacancy in Forever Young outlet at Rundle Mall, Penang. It is stated that those who are interested should have some basic knowledge of business, sales, marketing and accountancy. They have also mentioned command of English language as an important characteristic. Forever Young is very well known for its excellent customer service and dynamic staff.

Construct a **FORMAL EMAIL** to Forever Young'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. Make sure to persuade them in your email.

Question 3 (35 Marks)

IKEA© is a Swedish-founded multinational group that designs and sells ready-to-assemble furniture, kitchen appliances and home accessories. It has been the world's largest furniture retailer since 2008. IKEA© has many franchise all over the world including Malaysia. Over the years, their sales in Petaling Jaya have plunged due to the loss in volume of customers. This has affected the company's sales and generated revenue.

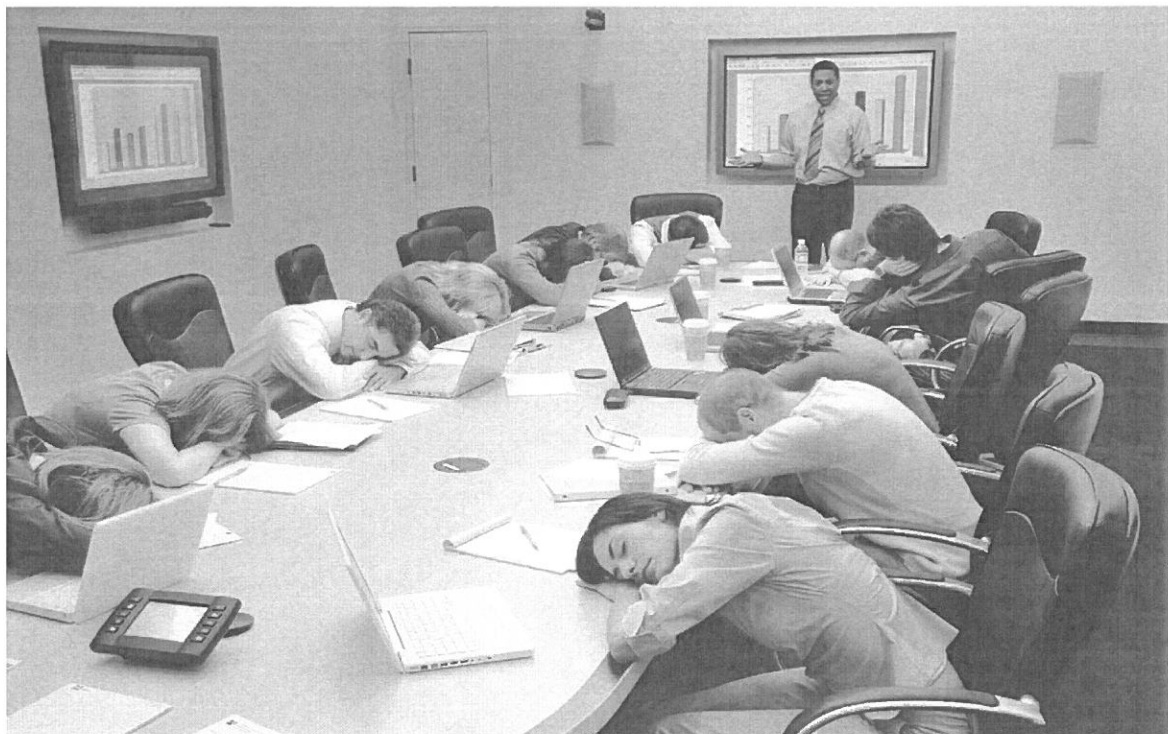
Mr. Peter, the General Manager, wants to change some marketing strategies. To have that, he needs to understand the number of customers that visit the IKEA© in Petaling Jaya at different times of the day.

The graph below shows a summary of an observation conducted over the span of a month.



As the Marketing Manager, write a **REPORT** to Mr. Peter based on the findings from the data collected. Include some recommendations for a future Marketing strategy that can help improve the number of visits as well as sales in the IKEA© in Petaling Jaya

Question 4 (35 Marks)



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

- (i) Look at the reactions given by Evan's audience. What can you say about Evan's presentation based on the audience reaction? What are the non-verbal signals that are evident and what do they mean? (15 Marks)

- (ii) Based on the picture and description, what do you think Evan could have done to improve his presentations? What could he have done to make his audience interested in the information that he was sharing? (20 Marks)

-THE END -
COM1001(F)APR2019