

**FINAL**  
Alternative Assessment

(COVER PAGE)

Session : April 2022

Programme : Certificate in Business Studies (CBSI)

Course : **COM1001: Business Communication Skills**

Date of Examination : 4 August 2022 (Thursday)

Time : 9:00am – 11:30am Reading Time : Nil

Duration : 2 hours + 30 minutes (uploading time)

Special Instructions :

**Section A and B:** Answer **ALL** questions.

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Materials permitted :

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Materials provided :

Nil

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Examiner(s) : **Ms. Charlotte Nalina Jothy**

Chief Moderator : Subarshini Ramakrishnan

*This paper consists of 3 printed pages, including the cover page.*

CERTIFICATE IN BUSINESS STUDIES (CBSI)  
COM1001: BUSINESS COMMUNICATION SKILLS  
FINAL ALTERNATIVE ASSESSMENT: APRIL 2022 SESSION

This paper consists of **TWO** (2) sections.  
Read the questions carefully and answer **ALL** questions.

**SECTION A**

**(40 marks)**

**This section consists of TWO (2) questions. Answer BOTH questions. All questions carry equal marks.**

**Question 1**

**(20 marks)**

Tom is the new Assistant Sales Manager. As the new manager, one of his strategies to boost sales is to create sales teams instead of having the sales personnel working individually. After some brainstorming, he managed to create 6 sales teams. However, after 3 months, there were no improvement in sales. After some research, he found that most of the sales personnel could not work together and were usually fighting for clients instead of assisting each other in acquiring and maintaining customers.

As Tom's supervisor, write **an email** to assist him in managing his teams by **listing EIGHT (8) characteristics** of an effective team with **relevant explanations** and **examples**. Ensure that your examples and explanation help him to create effective sales teams.

**Question 2**

**(20 marks)**

You are the Customer Service Manager at BIGI Sdn. Bhd. Recently, you received a number of phone calls and emails from upset customers complaining of the conduct of your customer service staff. Some of the complaints include:

- Employees being rude and impatient
- Employees not greeting customers appropriately
- Employees not being knowledgeable on the services available
- Customers being put on hold for a long time and subsequently disconnected

Create a **memo** for your customer service personnel listing proper telephone etiquette along with clear explanations and examples to improve the quality of the customer service.

## SECTION B

(60 marks)

**This section consists of TWO (2) questions. Answer BOTH questions. All questions carry equal marks.**

### Question 1

(30 marks)

You are the General Manager of ProSkills Training Centre. Write a reply letter to the enquiry below from Chapmen Au indicating that your company will be able to provide training for their staff. Include all necessary information.

Chapmen Au  
Managing Director  
3, Jalan SS 15/8  
Ss 15, 47500 Subang Jaya  
Selangor

16 May 2022

Dear Sir or Madam,

Enquiry about Quality Control Course

I am writing to enquire whether your company could offer a course on Quality Control for our managers.

I saw your advertisement in the HK Daily on Thursday, 12 May 2022, and the Quality Control Training Course (Ref.: QC 101) mentioned in the advert may be suitable for us. I would like to know if it is possible for you to offer a 3-month training course starting before or, at the latest, on Tuesday, 28 June 2022, for a group of 20 staff.

We would be delighted if you could furnish us with further information pertaining to your teaching staff as well as the schedule for the course.

I am looking forward to receiving your reply.

Yours faithfully,

Chapmen Au  
Managing Director

### Question 2

(30 marks)

You are Personal Assistant for the President of Bits & Bites Sdn. Bhd. The company will be having its annual team building event. This yearly event involves the entire company and its staff. A team has been created to plan and execute the event. You need to call for a meeting with the team to discuss matters such as the venue, pricing, activities, menu.

Write a **notice and an agenda** regarding the meeting. Include necessary details.  
**Your answer should be about 120-150 words.**

~ The End ~