

**FINAL**  
Alternative Assessment

(COVER PAGE)

Session : August 2021

Programme : Certificate in Business Studies (CBSI)

Course : COM1001: Business Communication Skills

Date of Examination : 8 December 2021 (Wednesday)

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

Duration : 2 hours + 30 minutes (uploading time)

Special Instructions :

Answer ALL the questions.

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Materials permitted :

Nil

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Materials provided :

Nil

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Examiner(s) : Ms. Charlotte Nalina Jothy

Chief Moderator : Ms. Regina Sharon Raju

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

CERTIFICATE IN BUSINESS STUDIES PROGRAMME (CBSI)  
COM1001: BUSINESS COMMUNICATION SKILLS  
FINAL ALTERNATIVE ASSESSMENT: AUGUST 2021 SESSION

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

**SECTION A: SHORT ANSWER QUESTIONS** (40 marks)

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

**Question 1** (20 marks)

Daniel has been asked to create and manage a team responsible for the upcoming customer appreciation program for his company. The team will be in charge of customer communication and would require interdependency as well as individual responsibility.

Write an email to assist him in creating this team by **listing EIGHT (8) characteristics** of an effective team with **relevant explanations** and **examples**. Ensure that your examples and explanation fit the type of team needed for this program.

**Question 2** (20 marks)

You are the Manager at BIB Insurance Agency. Recently, you have been receiving complaints from customers regarding poor customer service and poor telephone etiquette. Some of the complaints include:

- Employees not greeting customers appropriately
- Customers being put on hold and subsequently disconnected
- Employees not being knowledgeable on the services
- Employees being rude

Create a memo for the employees of BIB Insurance Agency listing proper telephone etiquette along with clear explanations and examples.

**SECTION B: ESSAY QUESTIONS**

**(60 marks)**

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

**Question 1**

**(30 marks)**

You and your family are fully vaccinated. You recently decided to go out for dinner as the SOP's have been relaxed for those who are fully vaccinated. Upon arriving at the restaurant you noticed that there was no employee stationed to check for the vaccination certificates. You were able to seat yourselves and many other customers were also seating themselves without scanning in or being required to show proof of vaccination.

The restaurant also looked understaffed with only one of two employees available to take orders and serve the customers. You also noticed that the kitchen staff were not wearing their masks. These were only a few of the issues that you noticed. Due to this, you and your family left the restaurant instead of dining in.

**Write a letter to the manager of the restaurant** to express your concerns and disappointment in the way the restaurant was managed. Your letter should be about 200-250 words.

**Question 2**

**(30 marks)**

You are the president of the student council at a local college. Each student society/club has been planning a number of online activities to ensure that students remain active despite the Covid-19 pandemic.

**Write a notice and agenda to each student society presidents.** Call for an online meeting requesting an update on the activities planned by each student society/club. Include all necessary details to ensure that each student society president is given enough time to present their updates. Your notice should be about 100 – 150 words.