



INTI
INTERNATIONAL COLLEGE PENANG (507232-U)
LAUREATE INTERNATIONAL UNIVERSITIES

FINAL
Examination Paper

(COVER PAGE)

Session : AUGUST 2016

Programme : CERTIFICATE IN BUSINESS STUDIES

Course : COM1001: BUSINESS COMMUNICATION SKILLS

Date of Examination : 9 December 2016 (Friday)

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

Duration : 2 Hours

Special Instructions :

This paper consists of **TWO (2)** sections. All questions carry equal marks.

Section A: Answer **ONLY** two (2) questions.

Section B: Answer **ONLY** two (2) questions.

Materials permitted :

Nil

Materials provided :

Nil

Examiner(s) : Regina Sharon Raju

Moderator : Dr. Ting Su Hie

This paper consists of 5 printed pages, including the cover page.

INTI INTERNATIONAL COLLEGE

**CERTIFICATE IN BUSINESS STUDIES (CBSI)
COM 1001: BUSINESS COMMUNICATION SKILLS
FINAL EXAMINATION: AUGUST 2016 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.

Question 1 (15 marks)

Communication is an important part of any business. However, there are constant challenges to have effective communication. List and describe five barriers to effective communication.

Question 2 (15 marks)

An effective interviewer comes into the interview room prepared. Preparation includes reading the applicant's resume and planning the questions for the interview. Briefly describe how the interviewer should conduct the interview.

Question 3 (15 marks)

Meetings and problem solving conferences are a norm in the business world.

- a) What is a problem solving conference? (3 marks)
- b) Explain briefly the planning process of a problem solving conference. (12 marks)

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 an administrative assistant at Penang Arts College. On the 25th of November, you ordered 50 sets of English Proficiency workbooks from Harley Quinn Bookstore, (Order No: 122333). You paid RM2500.00 and were promised delivery within 5 working days. As promised, the books were delivered. Upon delivery, you checked the boxes and found that they had delivered 50 sets of Accounting books. You asked the delivery man to take the boxes back but he refused and left.

Send a **FORMAL EMAIL** to Harley Quinn Bookstore. In your e-mail, request for a replacement order with the correct books to be sent by the 5th of December. Also request that they collect the wrongly delivered boxes.

Sender's e-mail: yourname@penangarts.edu.my

Recipient's e-mail: harleenfrances@harleyq.com.my

Question 2**(35 marks)**

You are a project manager with Scarlet Heart Advertising Sdn Bhd. You are currently involved in a huge advertising project for a breakfast cereal company which was scheduled for completion by the end of next week. However, due to unforeseen circumstances there has been a delay.

Write **MEMO** to the CEO of company, Mr Wolf apologising for the delay. You could also explain what caused the delay and explain why you need another 10 days to complete the project

Question 3

(35 marks)

You are a student at INTI College, Penang and are looking for internship positions. You came across a job advertisement on MyJobs.com dated 18th November 2016. The advertisement is as follows:

Express Delivery Sdn Bhd

Internship for Sales & Marketing Students

During the internship period, you will be exposed to these areas:

Responsibilities:

- Will be coached to handle customer inquiries, customer profiles & customer needs
- Will be trained to develop sales plans, strategy & activities
- Will be exposed to corporate sales policy and procedures

Requirements:

- Candidate must possess or currently pursuing a Bachelor's Degree in Business Studies/Administration/Management, Economics, Marketing, Finance/Accountancy/Banking, Commerce or equivalent.
- Required skill(s): Communication Skills, Presentation Skill, MS Office.
- Required language(s): Bahasa Malaysia, English
- 1 Internship position(s) for duration of 6 month(s).

Interested candidates should mail in their resumes and supporting documents to Mr Shamus Ng (Recruitment Officer, HR Department) at:

Express Delivery Sdn Bhd
Plot 66, Bayan Lepas Industrial Estate
11900 Penang

Write a suitable cover letter to be attached to your resume for the position advertised.

Question 4

(35 marks)

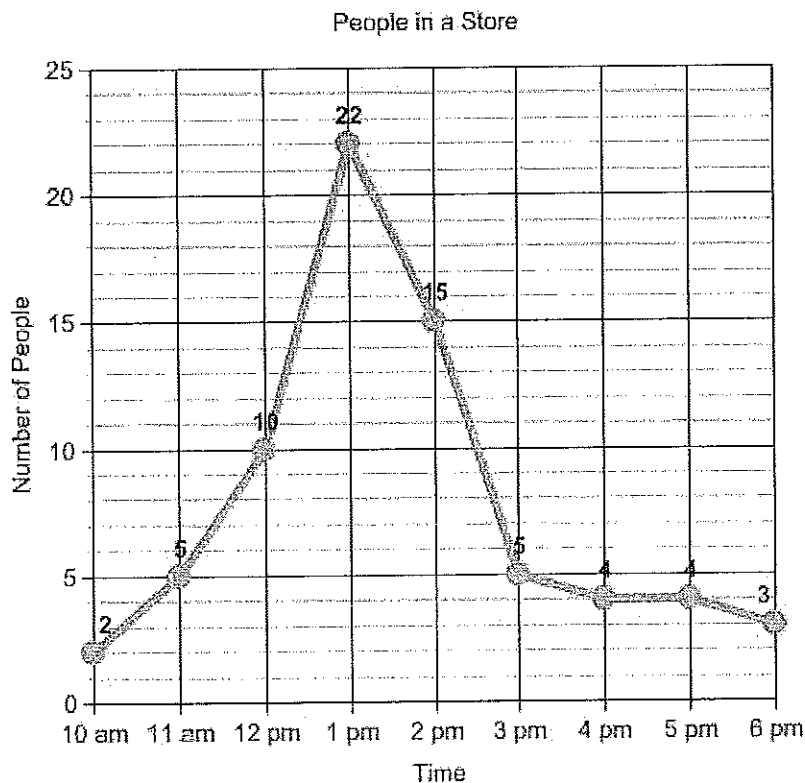
Walmart© is one of the famous retail stores in America. The company provides a range of items for its customers, from groceries to hardware.

Walmart© is a one stop center for customers to purchase all their daily, monthly and yearly needs across various brands. Over the years, their sales in the Houston franchise have plunged due to the loss in volume of customers. This has affected the company’s sales and generated revenue.

Mr. Alendro, the General Manager, wants to change some marketing strategies. To have that, he needs to understand the ratio of customers that visit the Walmart © in Houston at different times of the day.

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

As the Marketing Manager, write a report to Mr. Alendro 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 Walmart© in Houston.



~ The End ~
com1001(f)aug2016

