



**INTI**  
**International College Penang**

FINAL  
Examination Paper

(COVER PAGE)

Session : August 2019

Programme : CERTIFICATE IN BUSINESS STUDIES (CBSI)

Course : COM1001: BUSINESS COMMUNICATION SKILLS

Date of Examination : 12 December 2019 (Thursday)

Time : 11:00AM – 1:00PM 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. Regina Sharon Raju

Moderator : Assoc. Prof. Dr. Ting Su Hie

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

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

**Question 1**

**(15 marks)**

Good communication is an important skill in any environment with human interactions. This is especially true when it comes to communication in the workplace. Effective communication is an important element to a business' success. List and describe **FIVE (5)** benefits of effective communication in an organization with relevant examples.

**Question 2**

**(15 marks)**

According to experts, a significant portion of our communication is nonverbal. In fact, up to seventy per cent of human communication is said to be nonverbal. Every day, we respond to thousands of nonverbal cues and behaviours. List and describe **THREE (3)** types of nonverbal communication. Provide relevant examples for each type of nonverbal communication.

**Question 3**

**(15 marks)**

James Smith was hired as Managing Director for a small marketing company. During the interview, James was informed that the company sales has dropped and that they have failed to successfully complete several projects on time. One of his tasks upon hiring was to improve sales and to ensure that projects get completed on time. After observing the work culture in the company, he realized that one of the main reasons for the company's poor performance was that the employees did not work well together. List and describe **FIVE (5)** qualities James should work on improving among his employees in order to have an effective team.

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

This section consists of **four (4) questions**. Answer **ONLY two (2) questions**. All questions carry equal marks.

**Question 1****(35 marks)**

You are the Human Resource Manager of Good Vibes Limited, a company that sells casual wear garments. Your main target market is teenagers and young working adults. Recently, you have been receiving many complaints from various clients and customers concerning poor communication skills and a lack of good business etiquette among the sales and service staff during business interaction and meetings. This has created a bad impression of the company among your clients.

Send an **EMAIL** to the sales and service staff to inform them about these complaints. Your message should include the possible consequences and specific action/s that will be taken regarding staff attitude towards work and clients/customers. You may add any other appropriate information.

Sender's e-mail: yourname\_hr@goodvibes.com.my

Recipient's e-mail: sales\_dept@rennaissance.com.my

**Question 2****(35 marks)**

You are the Operations Manager with Eastern Tech Company. This is a software company with 75 staff who work in various departments. The latest quarterly financial report has indicated a sharp increase in the utilities bill and this has caused some concern. A thorough investigation was conducted and you have found that the air conditioners are left running even during weekends when there is no one in the office. The lights and other electrical items are also left on well after everyone has left the office for the night. You have also found that certain members of staff photocopying large amounts of personal material using the office photocopier.

Write a **MEMO** to remind the staff about the necessity of saving power in the office. Also, make it clear in the memo that the photocopier should only be used for official purposes.

**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 20 November 2019. The advertisement is as follows:

**Cabello Technologies Sdn Bhd**

**Internship for Business Studies/Administration Studies**

An established electronic manufactures company offers an attractive **internship position** to Business Studies/Administration Studies students.

During the internship period, you will be exposed to these areas: Training, Supply Chain and Programme Department

**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:**

- Pursuing a Foundation, Diploma or Bachelor's Degree in Business Studies / Administration / Management or equivalent
- Willing to intern for 4 months and above
- Able to communicate in English

**Benefits:**  
Medical, Dental, Parking, Vision, and Transport allowances

Interested candidates should mail in their resumes and supporting documents to Ms Sarita Nair (Recruitment Officer, HR Department) at:

Cabello Technologies Sdn. Bhd.  
Plot 15 & 16, Jalan Hi-Tech, 2/3 Phase 1,  
11900 Bayan Lepas, Penang.

Write a suitable **COVER LETTER** to be attached to your resume for the position advertised.

**Question 4****(35 marks)**

You are the Human Resource Manager for CleanUp Sdn Bhd, a company that has been producing household and commercial cleaning products. In the past year, the company has been experiencing an unprecedented increase in production staff turnover. A survey was conducted to find out why staff were leaving the company. You have been asked by the Managing Director, Mr Shawn Tan to write a report based on the data collected. You may include any other relevant details in addition to the information provided. In your report, state your findings, conclusion and some recommendations.

**General Dissatisfaction Cited by Employees**

Feel uncared for and undervalued	16%
Unclear about company goals and direction	5%
Unfairly treated by superiors	2%
Dissatisfied with potential career development	29%
Strained relationship with immediate superior	14%
Want better compensation/ benefits	34%

**~ The End ~**  
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