

FINAL
Alternative Assessment

(COVER PAGE)

Session : August 2020

Programme : Certificate in Business Studies (CBSI)

Course : COM1001: Business Communication Skills

Date of Examination : 15 December 2020 (Tuesday)

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

Duration : 2 hours + 30 minutes (uploading time)

Special Instructions :

Section A and B: This section consists of **TWO (2)** questions. Answer **BOTH** questions.

Materials permitted :

Nil

Materials provided :

Nil

Examiner(s) : Ms. Charlote Nalina Jothy

Chief Moderator : Ms. Archanaa Maniappen

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

CERTIFICATE IN BUSINESS STUDIES (CBSI)
COM1001: BUSINESS COMMUNICATION SKILLS
FINAL ALTERNATIVE ASSESSMENT: AUGUST 2020 SESSION

Instructions: 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)

Reggie is the new Head of Department. As the new head, he has decided to make some critical changes to ensure the productivity of the team. To do this, he drafted a list of changes and sent it out to his team via email. The changes were to take effect immediately.

The following week, he held a team meeting to discuss a new project, however, he found that the team was uncooperative, unenthusiastic, and unresponsive during the meeting. This was surprising as the team has always been described to be excellent and productive.

- a) In your opinion, what is the reason for the team's behavior? Explain. (2 marks)
- b) What could have been done to prevent this? (2 marks)
- c) Using the EIGHT (8) characteristics of an effective team, explain how Reggie can overcome this issue. (16 marks)

Question 2

(20 marks)

Mindy has been presenting on the new team project for 1 hour now, however she is disappointed that her team does not share her enthusiasm on the project. To ensure that the entire team understood the importance of the project, she had created over 40 slides (a bulk of the information lifted from the project proposal) and has been explaining each detail to them. She took her time to read off the slides so that they would be on the same page, and yet, the team seemed unsure about the project.

The meeting was scheduled to end a half hour ago, however, based on the feedback from her team, it may take another hour just to go through the proposal. Judging by the looks on her team members' faces, they were not going to be pleased with the additional hour.

- a) What are some of the **major presentation issues** seen in the situation above? (5 marks)
- b) As team leader, what could Mindy have done to ensure that her team is excited about the project? Explain in terms of **visual aids, body language, presentation skills, message creation, and language use.** (15 marks)

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 are a first semester student in your college. The college decided to go online until the end of December 2020 due to the Covid-19 pandemic. You would like to know more about the online teaching and learning process. Write a letter to your Head of Programme (HOP) to enquire about the online learning platform, reference books, and assessments. Your letter should be written in about 200-250 words.

Question 2

(30 marks)

You are the Head of Marketing in your organization. Write **a notice** and **an agenda** to announce a departmental meeting. The main objective is to discuss an upcoming roadshow to promote your company's latest product. Your notice and agenda should be written in about 150 – 200 words.

~ **The End** ~
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