

FINAL
Alternative Assessment

(COVER PAGE)

Session : April 2021

Programme : Certificate in Business Studies (CBSI)

Course : COM1001: Business Communication Skills

Date of Examination : 26 July 2021 (Monday)

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

Duration : 2 hours + 30 minutes (uploading time)

Special Instructions :

Section A and B: Answer **ALL** questions in the **ANSWER SHEET** provided.

Materials permitted :

Nil

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Nil

Examiner(s) : Ms. Regina Sharon Raju

Chief Moderator : Ms. Archanaa Maniappen

This paper consists of 4 printed pages, including the cover page.

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

Arnold is the head of the Sales Department. He usually conducts weekly meetings to update sales reports and to disseminate important information. However, for the last month, there were several miscommunications and one project almost failed. After some observation, Arnold concluded that the staff were not effective listeners.

- (a) Arnold managed to photograph one of the meeting sessions. Identify **FOUR (4)** problems in the picture that interrupt effective listening. (4 marks)



- (b) Arnold believes that the situation will improve when the staff learn and apply some effective listening techniques. Assist Arnold to prepare a simple memo discussing the **EIGHT (8)** listening techniques that he could share with his staff. Provide relevant explanation and examples. (16 marks)

Question 2**(20 marks)**

Michael has just graduated and is eagerly looking for a job in marketing. He sent out resumes to numerous companies hoping to get a call soon. He finally receives a call for an interview from a company called Sweet Sensations. On the day of the interview, he puts on his designer shirt and jeans. Reaching the office, he is surprised to see that it is a bedding manufacturer. He enters the office just as the person in-charge calls him to enter the interview room. Michael quickly enters and sits down on the chair in front of him. He is feeling a little nervous, so after introducing himself, he immediately starts talking about his qualifications. He looks at the wall in front of him as he speaks. Soon, the interview ends. Michael stands up, thanks the interviewers and leaves.

- a) Identify and list down **FIVE (5)** mistakes Michael made while attending the interview. (5 marks)
- b) Write a simple email discussing the **SIX (6)** things Michael could have done to better prepare for the interview. Provide relevant explanation and examples. (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 Programme Coordinator at Care Club, a non-profit organisation that helps underprivileged children buy books. Care Club is organising a marathon, 'Run for Literacy', next month, in order to collect funds. The participants will each receive a t-shirt and a button badge. This year, you made an order for 5000 light blue t-shirts in various sizes with the logo printed on the back with Print Pack Sdn. Bhd. You paid a deposit of RM25,000.00 and were promised delivery within 20 working days. As promised, the t-shirts (Order No: 122333) were delivered. Upon delivery, you checked the boxes and found that they had the wrong logo on the t-shirts. You asked the delivery man to take the boxes back but he refused and left.

Send an **EMAIL** to Ms Elaine Tan, the manager of Print Pack Sdn. Bhd. In your e-mail, request for a replacement order of t-shirts with the correct logo to be sent within two weeks. Remember to emphasize on the need for quick delivery. Also, request that they collect the wrongly delivered boxes. Your email should be about 200 words.

Sender's e-mail: yourname@careclub.com.my

Recipient's e-mail: elaine.tan@printpack.com.my

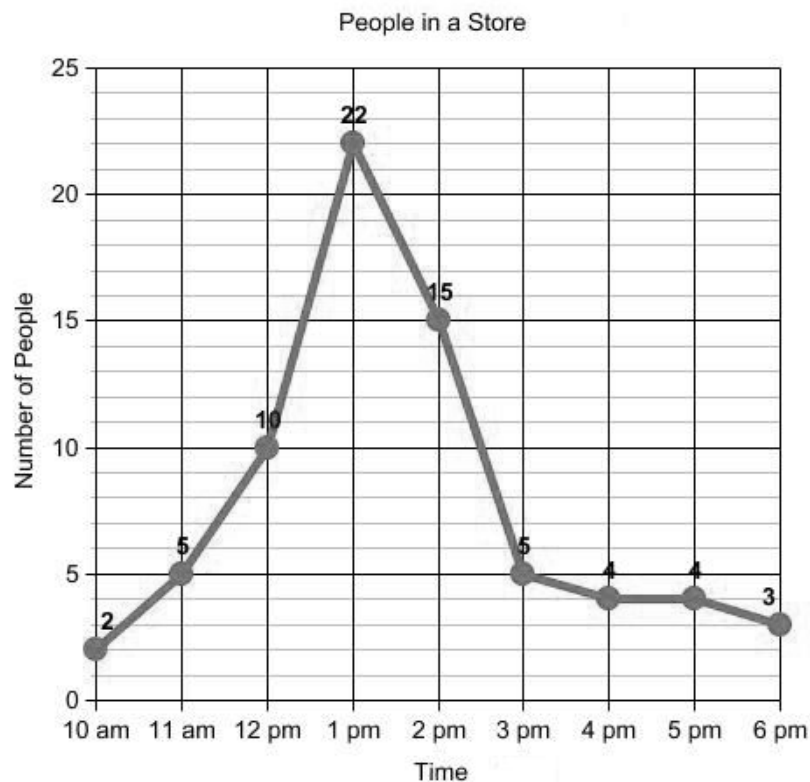
Question 2**(30 marks)**

Home Store is a one-stop centre for customers to purchase all their daily, monthly and yearly needs across various brands. Over the years, their sales in the Penang franchise have plunged due to the loss in volume of customers. This has affected the company's sales and revenue.

Mr. Tan, the General Manager, wants to change some marketing strategies. To have that, he needs to understand the ratio of customers that visit the Home Store in Penang 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. Tan 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 Home Store in Penang. Your report should be around 200 – 250 words.



~ The End ~
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