



INTI

INTERNATIONAL COLLEGE PENANG (507232-U)
LAUREATE INTERNATIONAL UNIVERSITIES

FINAL
Examination Paper

(COVER PAGE)

Session : AUGUST 2015

Programme : CERTIFICATE IN BUSINESS STUDIES (CBSI)

Course : COM1001: BUSINESS COMMUNICATION SKILLS

Date of Examination : 9 Dec 2015 (Wednesday)

Time : 8:00am – 10:00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

This paper consists of **TWO (2)** sections.

Section A: Answer any **TWO(2)** questions out of **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.

Materials permitted :

Non-Programmable Calculator

Materials provided :

Answer booklet

Examiner(s) :

Ms. Archanaa Maniappen

Moderator :

Dr. Ting Su Hie

This paper consists of 6 printed pages, including the cover page.

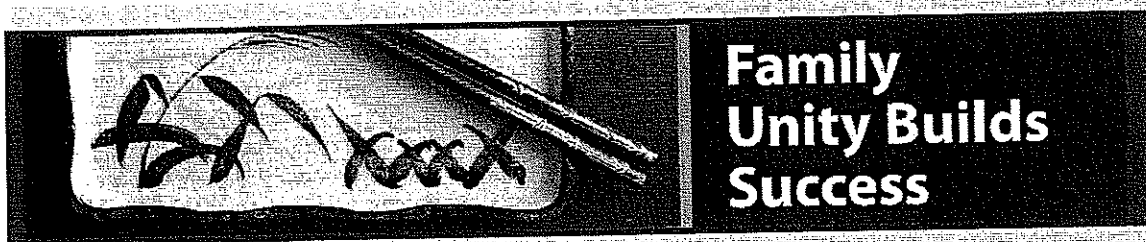
INTI INTERNATIONAL COLLEGE PENANG
 CERTIFICATE IN BUSINESS STUDIES (CBSI)
 COM1001: BUSINESS COMMUNICATION SKILLS
 FINAL EXAMINATIONS: AUGUST 2015 SESSION

Instructions: This paper consists of 2 (TWO) sections. Read the instructions carefully.

SECTION A: SHORT ANSWER QUESTIONS

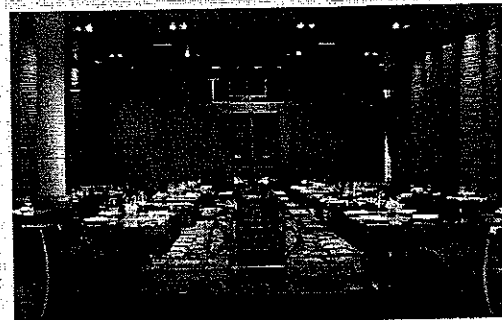
(30 marks)

READ THE PASSAGE BELOW CAREFULLY AND ANSWER THE QUESTIONS THAT FOLLOW.



- 1 *When her five daughters were young, Helene An always told them that there was **strength in unity**. To show this, she held up one chopstick, representing one person. Then she easily broke it into two pieces. Next, she tied several chopsticks together, representing a family. She showed the girls it was hard to break the tied chopsticks. This lesson about family unity stayed with the daughters as they grew up.*
- 2 Helene An and her family own a multi-million-dollar restaurant business in California. However, when Helene and her husband Danny left their home in Vietnam in 1975, they didn't have much money. They moved their family to San Francisco. There they joined Danny's mother, who owned a small Italian sandwich shop. The Ans began with only a small idea and never dreamed of the success they have today.
- 3 Soon after the Ans' arrival in the United States, Helene and her mother-in-law, Diana, changed the sandwich shop into a small Vietnamese restaurant. They named it Green Dragon, which symbolizes good luck in Vietnam. The restaurant was very popular, and they expanded from 20 seats to 70. The five daughters helped work in the restaurant when they were young. Their mother told them that they all had to work hard to reach their goals and make their family stronger. Helene did not want her daughters to always work in the family business because she thought it was too hard.
- 4 Eventually the girls all graduated from college and went away to work for themselves, but one by

one, the daughters returned to work in the family business. They opened new restaurants in San Francisco and in Beverly Hills, a wealthy area in Los Angeles. The daughters chose new names and styles for their restaurants. Over the years, some ideas were successful, but others were not. Even though family members sometimes disagreed with each other, they worked together to make the business successful. Daughter Elizabeth explains, "Our mother taught us that to succeed we must have unity, and to have unity we must have peace. Without the strength of the family, there is no business. So even when we don't agree, we are willing to try a new idea."



The An family restaurant, Green Dragon

- 5 Their expanding business became a large corporation in 1996, with three generations of Ans working together. Helene is the expert on cooking. Helene's husband Danny An is good at making decisions. Their daughter Hannah is good with computers. Hannah's husband Danny Vu is good at thinking of new ideas and doing research.



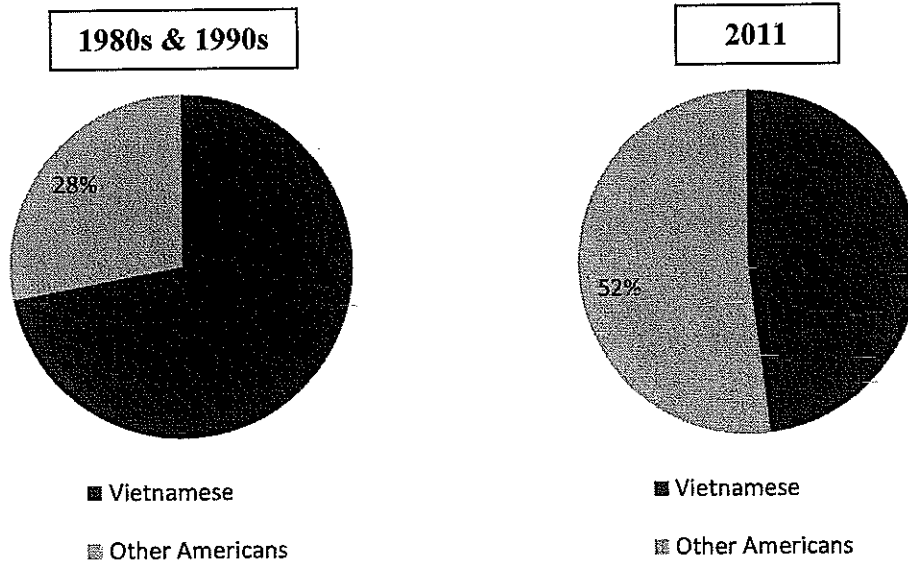
Helene An and her daughters.

Hannah's sister Elizabeth is the family artist. She **designs** the insides of the restaurants. Their sister Monique is good at **managing**.

Elizabeth says, "If you're going to work as a family, you have to know what you're good at. We work well together because we have different strengths." Even the grandchildren help out.

Now the Ans' corporation makes more than \$20 million each year. Although they began with a small restaurant, they had big dreams, and they worked together. Now they are a big success. Helene says, "In Vietnam, I didn't have to do anything for myself. Here, I've had to do everything. But I was never unhappy because every day I could see all the members of my family, and that gave me **courage** to do more. This has been our greatest fortune¹, to work together as a family."

Overall Diners' Ethnicity



The chart's above depict the approximate change in the Diners' Ethnicity – from the 1980s and 1990s till year 2011

(Adapted from: Q: Skills for Success, Reading & Writing. 2011. Oxford University Press. P 87 & 88)

This section consists of 3 (THREE) questions. Choose **ONLY 2 (TWO)** questions and answer them in the **ANSWER BOOKLET** provided.

Question 1

Summarize the GROWTH or the success of the An family business – **from a small Italian sandwich shop to a multi-billion dollar restaurant business in California.** Construct your summary in 120 – 150 words. (15 marks)

Question 2

Based on your reading, how has Helene's concept of 'family' and 'unity' contributed to this family business? **How are they effective as a family?** Identify the points from the passage above and construct your answer within 120 – 150 words. (15 marks)

Question 3

There are a set of charts accompanying the passage. Based on your observation of these charts and your understanding of the passage – construct an explanation of these charts. You may choose to **compare the information provided in the charts and based on your comprehension of the passage – try to describe this change in details – with possible reasons.** Construct your answer within 120 – 150 words. (15 marks)

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

This section consists of 4 (FOUR) questions. Choose **ONLY 2 (TWO)** questions and answer them in the **ANSWER BOOKLET** provided.

Question 1

You have ordered an academic book online from MPZ Global and have made full payment (you have the online receipt that was provided by MPZ Global). The book was supposed to be delivered to your doorstep 2 days ago, and you have been eagerly waiting for your parcel, but it hasn't arrived. You have tried calling MPZ Global twice – and the customer service personnel took down your report but nobody got back to you. These books are reference books for a subject that you have signed up for this semester and you need them urgently.

Based on the situation above, construct a FORMAL EMAIL of complaint to MPZ Global's Online Sales & Purchase department. Inform them of your issue and request for a speedy response.

(35 marks)**Question 2**

In your final semester of study in INTI Penang, you are encouraged to apply for an internship or even work while studying (as long as it does not disrupt your education). You notice a junior staff position vacancy in the UNIQLA outlet in Queens Bay Mall, Penang. It is stated that those who are interested should have some basic knowledge of business, sales, marketing and accountancy. They have also mentioned command English language as an important characteristic. UNIQLA is very well known for its excellent customer service and dynamic staff.

Construct a FORMAL EMAIL to UNIQLA's Human Resource Department (HR), applying for this job. Convince them to call you in for an interview session. Be sure to mention why the HR Department should take you seriously.

(35 marks)**Question 3**

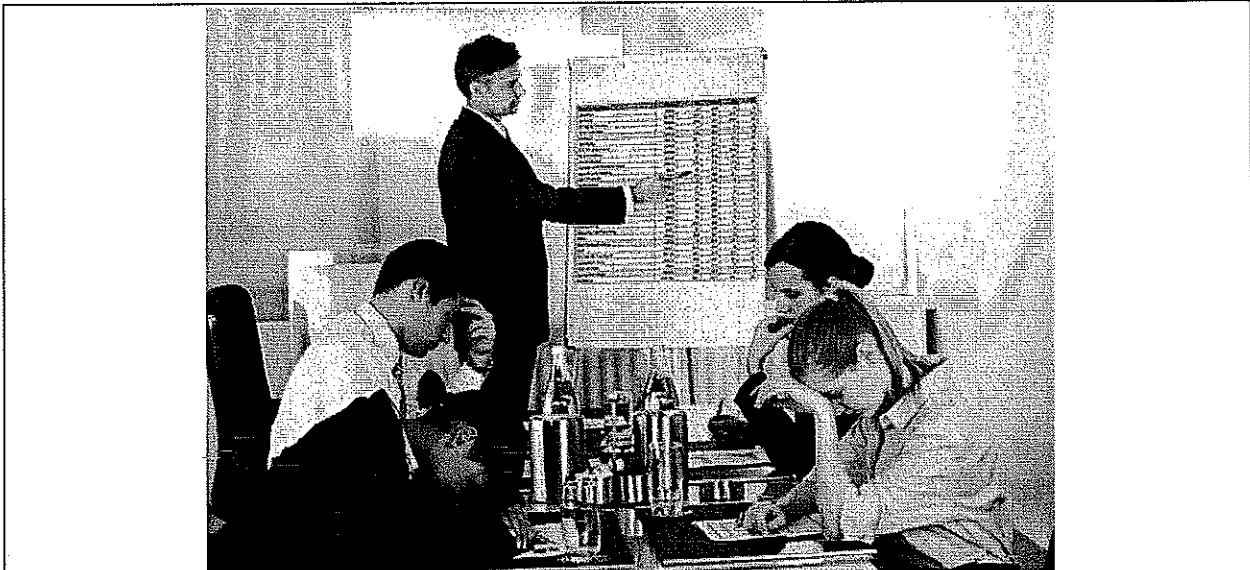
Steve (from Norway) and Harsha (from India) are both students in INTI International College Penang. They have both enrolled in the International Business course. The rest of the students in their batch are Malaysians. Steve and Harsha decided to study in Malaysia because they wanted to experience the South East Asian way of life and also to get a global educational experience.

Sadly, even after 3 months, Steve and Harsha could not make friends easily with their batch of Malaysian students. They noticed that the Malaysian students were always with their group of friends (their 'cliques') and rarely communicated with others. Even when the lecturer assigned them to random groups, Steve and Harsha found it near impossible to have a normal, casual conversation with their classmates.

Based on the situation above, answer the following questions.

- (i) What would you have done if you were one of the Malaysian students' in Steve and Harsha's batch and why? Provide at least three (3) suggestions. (15 marks)
- (ii) What do you think Steve and Harsha could do to make a few Malaysian friends? Also, what do you think can be done to further encourage effective interactions amongst Malaysian students and international students in INTI? (20 marks)

Question 4



(Picture source : GOOGLE IMAGES, <http://thecentreescondido.com/things-avoid-saying-presentation/>)

This is a picture of Roger during one of his presentations. He was presenting on the monthly budget for his department – and had a lot of numbers in table figures. He had also prepared for a presentation that was made up of more than 70 slides. All his slides consisted of paragraphs (60 – 100 words per slide) from the monthly report and he had also put in more tables with numbers in his slides. He had prepared all this and thought that his audience would understand his report better.

Answer these questions based on the picture above and the description below it.

- (i) Look at the reactions given by Roger's audience. What can you say about Roger's presentation based on the audience reaction? What are the non-verbal signals that are evident – and what do they mean? (15 marks)
- (ii) Based on the picture and the description, what do you think Roger could have done to improve his presentation? What could he have done to make his audience interested in the information that he was sharing? (20 marks)

-THE END-

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