

FINAL
Examination Paper
(COVER PAGE)

Session : January 2018

Programme : Diploma In Hotel Management (DHMN)
Diploma In Culinary Arts (DCA)

Course : COM2114 : Workplace Communication

Date of Examination : March 6, 2018 (Tuesday)

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

Duration : 2 hours

Special Instructions :

Section A : Short Case Studies

Section B : Define the following terms.

Section C : Editing

Section D : Short Essays

Materials permitted : Nil

Materials provided : Nil

Examiner (s) : Siti Adibah Abdul Mutalib & Dr Marlina

Moderator : Ms. Allison Wang Mun Kuen

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

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN/DHM)
DIPLOMA IN CULINARY ARTS PROGRAMME (DCAN/DCA)
COM2114: WORKPLACE COMMUNICATION
FINAL EXAM: JANUARY 2018 SESSION

Instructions: This paper consists of **FOUR (4)** sections. Read the instructions carefully and answer **ALL** questions in the answer booklet provided.

SECTION A: Short Case Studies

(40 marks)

Answer **ALL** questions based on the case studies below.

Case Study 1

(20 marks)

Read the following case study and answer the questions that follow.

Joy is a 55-year old staff at the Granada Hotel and Resort. She has been working at the hotel for almost 30 years now and she has had been working for almost all different departments in the hotel: kitchen and restaurant, room service, front desk, and administration. Recently, she has been promoted as the Supervisor for the Room Service Department. Initially, she was mentored by Sheila, the previous supervisor. Sheila told Joy that she has to follow the team's working system no matter how difficult the task can be sometimes. Joy has been very obedient to Sheila and she also prefers to work with the same conventional system as she turns into the Supervisor now.

Shankar, a 24-year old fresh graduate from the University of Hospitality has recently joined the hotel. Shankar is appointed as the Assistant to Manager of the hotel. He is a fast-learner, jovial, and ambitious. He sees a lot of opportunity for himself to grow at the Granada Hotel and Resort. One day, he received a complaint email from one of the guests:

To : Granada Hotel & Resort Office

From : Takashi Kimura (Mr)

Subject: Complaint of Dirty Room in Room 231 Granada Hotel & Resort

To whom it may concern,

I am not satisfied with my previous stay at the hotel. I stayed at the hotel last month and I had already made a complaint about my dissatisfaction to the front desk person whom I talked to during my check out. However, as I am going to a conference which is going to be held there at the hotel, I am wondering if the hotel has looked into the matter that I raised last time.

Upon arrival, I was famished. So, I thought of drinking some cola and taking a bite of chocolate before I go out and grab my dinner. So, I checked in the mini bar where hotel usually keeps the snacks and found nothing. There were only two (2) bottles of drinking water in it. The next morning, I asked the cleaner lady and she was not sure of my question. I think she doesn't speak English. So, she smiled and left.

When I went out to buy some snacks for the second night, I did specifically mention to the cleaner lady to clean up my room, but when I reached my hotel room 3 hours later, the room was still messy and this time, the towels had been taken out from my room. I called the room service department, and an old lady answered, Ms Joy. I asked if she could send a towel to my room and she told me to wait for 5 minutes as a staff was going to send me the towel. 30 minutes later, no one sent anything to my room. I called her again, but no one picked up the call. I called the front desk to help me inform the room service department, but the person in charged said that he didn't want to leave his post, as that's not his job. He told me with a sarcastic tone to wait for another 5 minutes as the "time culture" at the hotel is not the same with us, Japanese people. I had had enough that I decided to shower and let myself dry by using one of my t-shirts.

So, please let me know if any of the matter highlighted above have been rectified. I don't want to come back to the hotel for the second time, but as mentioned, there's a conference at the hotel next week and I hope to stay at the hotel with no stress like the previous stay.

*Best regards,
Takashi Kimura*

Shankar called Joy to his office and showed her the email. She stated that she had already informed one of her staff to send the towel. During the investigation, Joy asked to be excused as no one was covering her position at the time she was in Shankar's office. However, the matter was not yet rectified, so Shankar said that he would send another staff to cover for her. He then asked Joy how she had handled the matter. Joy, worried that her work was going to be affected, told her boss the list of steps on how to deal with guests' inquiries. It was a very long list and some of them were obsolete. By now, Shankar had lost his patience and even suggested to Joy that she was too old to work for the hotel. Joy couldn't accept the remarks and broke down in tears.

1. In your opinion, what are the communication barriers that are evident in the case study? List and discuss the **THREE (3)** major barriers and give justification to your answer.
(10 marks)
2. Explain ways on how the **THREE (3)** respective people involved in the case study should do to overcome the communication problems.
(10 marks)

Case Study 2**(20 marks)**

Sabri, 35 years old Public Relation Executive had worked diligently for the past 5 years to become the top representative in PR of the Event Management company he worked for. The company received an invitation from an Indian enterprise to present on ideas for one of India's biggest celebrations event. Sabri was chosen by his company to go to New Delhi. He had set up an appointment to present on his ideas for the celebration one day after he arrived in India. Upon arrival, it was already 7.30 pm. The company's host welcomed him at the airport and in the car, before Sabri could even ask how far was the hotel from the airport, the company host told him that the Chief Executive Officer (CEO) wished to see him immediately at dinner, at 8.30 pm. Sabri was in shocked and asked if he could be sent to the hotel instead as he was already worn out due to the long flight. The company host ignore his request, and tried to change his mind, but Sabri insisted that he might not going to be able to deliver his ideas smoothly. Irritated from the failed persuasion, the host called his CEO and stated that they had to cancel the food ordered at the restaurant, and the CEO had already waited for him there. At the end, he was sent to the hotel, and the CEO suggested that the presentation should be the first thing at 8 am the next day.

1. Explain **THREE (3)** communication barriers that can be observed from the scenario above. Provide clear explanations based on the case study given. (10 marks)
2. How will this incident affect their future interactions? Suggest **THREE (3)** ways can be taken to rectify the problem and justify your answers. (10 marks)

SECTION B : Definition of Terms (10 marks)

Define and provide **ONE (1)** appropriate example for the following terms.

1. Communication Channel (2 marks)
2. Upward Communication (2 marks)
3. Emergent Leader (2 marks)
4. Active Listening (2 marks)
5. Paralanguage (2 marks)

SECTION C: Reply to Inquiry (20 marks)

You work for Mrs Zulaikha Bahrain who is a General Manager of Sunshine Holidays Ltd, a travel agent located in Subang Jaya, Selangor. Carry out the instructions in the note and write a reply to inquiry letter on behalf of Mrs Bahrain.

Attention: PA

Please reply to this letter. 2 options for the family: -

1. All-inclusive package holiday – flights, hotel, and daily sight-seeing trips
2. Flights and accommodation only (allows more time with friends). Sight-seeing tours can be booked separately later.

Enclose a brochure showing the range of tours available and also some general information on New York. Remind her that she'll need to prepare for an extra cash in hand for later bookings.

45 Jalan Indah
Taman Indah
40000 Shah Alam
Selangor

Mrs Zulaikha Bahrain
General Manager
Sunshine Holidays Ltd
47500 Subang Jaya
Selangor

Dear Mrs Zulaikha

Thank you for your help in arranging our holidays last year.

Next month my family and I wish to visit friends in New York. We are unable to stay with them, as they live in a small flat. We would like to see as much as possible of New York when we are there and wondered if you could provide some information on travel to the USA, accommodation in the city, and sight-seeing trips.

We would really appreciate an early reply.

Yours sincerely

MD COSTA

Maria Da Costa (Mrs)

SECTION D: Short Essays (30 marks)

Choose one of the topics below and write an essay of 250 words.

1. The introduction of social media tools across an organization can cause significant challenges. Discuss on the challenges encountered when using the social media tools with the challenges of traditional channels of communication.

OR

2. Identify an example of effective communication you have observed throughout the semester. Write a brief description of the characteristics of the effective communication and its impact on the business or organization.

-THE END-

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