

FINAL
Examination Paper

(COVER PAGE)

Session : January 2017

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

Course : COM2114 : Workplace Communication

Date of Examination : March 8, 2017 (Wednesday)

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) : Ms Malini K.N.S. Nair, Ms Archanaa Maniappen

Moderator : Ms. Allison Wang Mun Kuen

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

DIPLOMA IN HOSPITALITY MANAGEMENT PROGRAMME (DHMN)
DIPLOMA IN CULINARY ARTS PROGRAMME (DCA/DCAN)
COM2114: WORKPLACE COMMUNICATION
FINAL EXAMINATION : JANUARY 2017 SESSION

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

Answer **ALL** questions.

SECTION A : Short Case Studies

(40 marks)

Case Study 1 (26 marks)

MERCHANTS HOTEL, KUALA LUMPUR (5 Star Rating)
6.10am, Thursday – 12 January 2017

At the reception, an angry mob of guests (24 of them) are arguing with June, the front desk personnel. June's shift has just started, and she has been on leave for the past 2 days. The guests seem to have a problem with their breakfast arrangements.

The guests claim to have sent in their request for breakfast to be prepared as they would be leaving early for a conference. They aren't happy because breakfast hasn't been prepared fully yet. Also, these guests are all vegetarians, and the kitchen staff have brought out all the non-vegetarian food in attempts to prepare for breakfast.

June keeps telling them that the staff were not informed about the breakfast arrangement. June was very sure that none of the kitchen staff were informed of this matter too. The guests however, insist that they have mentioned their needs clearly in the reservation sent via email. June looks frustrated since the guests keep stating that they did not expect such bad service from a 5-star hotel.

In attempts to pacify the angry guests, June tries to convince them to at least have some coffee or tea before leaving. This is what June says and does:

"Fine, fine...ok, I understand. Look, sir, it's impossible to arrange for vegetarian breakfast on the spot. We need some time to prepare the food. But, since you can't wait... what we can do now is...we'll serve coffee and tea and you can leave for your conference. Is that ok?"

**While raising both her hands to get the crowd's attention – in a loud voice.*

The guests simply turn around and stomp away as their transportation to their conference location has arrived. As they left, one of the guests asks for the manager's contact details as he is determined to lodge a complaint.

Answer the following questions based on the above scenario. (26 marks)

1. Identify **THREE (3)** communication problems in the scenario above. Support your answer with appropriate justification. (10 marks)
2. Describe June's non-verbal cues. How do you think she could have communicated her message in a more appropriate manner? (10 marks)
3. Provide **THREE (3)** solutions to overcome the communication problems you have identified in Question 1? (6 marks)

Case Study 2 (14 marks)

Hans Kostner has been chosen to set up a branch of a famous German restaurant outlet in Seoul, South Korea. Although the three chefs that would eventually be transferred there were German, Hans is interested in hiring locals as support staff. He is particularly keen to hire a local Human Resource Manager. He is offering a high salary with excellent working conditions. He gets some names put forward through other German contacts he has in Seoul. After meeting with possible candidates, he is surprised to find all of them turned down his offer. All preferred to stay with their current employers.

- (a) Why did the Koreans turn Hans down? Identify and explain **THREE (3)** cultural barriers in this case study. (10 marks)
- (b) What advice would you give Hans in hiring staff for the restaurant? (4 marks)

Section B (10 marks)

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

1. Psychological noise (2 marks)
2. People-orientated listening (2 marks)
3. Confirming messages (2 marks)
4. Communication climate (2 marks)
5. Paraphrasing (2 marks)

Section C – E-MAIL Writing (20 marks)

Assume that you are the MANAGER at Merchants, Kuala Lumpur.

You're shocked when you received a complaint email first thing in the morning. It's very rare that guests get angry with Merchants. You know this group as you personally looked into their booking only yesterday. They were a pleasant group of academicians from Japan who were in Malaysia for an international conference. As you read their complaint, you realize that they have all the right to be angry as Merchants charges RM60 per person for breakfast.

As the Manager, **respond to this email of complaint** in the most polite manner possible. Offer compensation for the trouble caused. You cannot have a bad review that would taint your hotel's name.

Section D – Essay (30 marks)

Choose **ONE (1)** of the questions below and write an essay of about 250 words.

1. You will be leaving for your internship soon. Assume that you have been given the opportunity to work as an intern in a prestigious international hotel that is known for its excellent staff and service quality. What are the soft skills that you need to keep up to this reputation? In your opinion, how would you use the communication skills learnt in this class during your internship to deal with local and international guests?
2. Define and give examples of **FOUR (4)** different types of nonverbal behaviour. What is the importance of each of these nonverbal behaviours as a supervisor at the front office of a hotel?

-THE END-

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