

FINAL**ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session : April 2020Programme : Diploma In Hotel Management (DHMN/DHM)
Diploma In Culinary Arts Programme (DCAN)Course : COM2114 : Workplace CommunicationDate of Examination : August 4, 2020 (Tuesday)Time : 4:00 pm – 6:30 pm Reading Time : NilDuration : 2 hour 30 mins**Special Instructions :**Answer ALL questions.

Material permitted : NILMaterials provided : NILExaminer(s) : Priyadarshinee Superamaniam & Archanaa a/p ManiappenChief Moderator : Ms Siti Adibah Abdul Mutalib*This paper consists of 4 printed pages, including the cover page*

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN/DHM)
DIPLOMA IN CULINARY ARTS PROGRAMME (DCAN)
COM2114: WORKPLACE COMMUNICATION
FINAL ALTERNATIVE ASSESSMENT EXAMINATION: APRIL 2020 SESSION

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

Section A: Case Study (30 marks)

Read the following case studies and answer the questions

Case Study 1

Jennifer works with MamaRu Hotels, a New York based hotel chains. She is talking on the phone to Matthew, the manager of one of MamaRu Hotels in Delhi-India on customer service training.

Jennifer: Due to the Movement Control Order (MCO), we really need to get all of the front office staff trained on our new standard operation process in the next two weeks. Can you get this done?

Matthew: That timeline is aggressive. Do you think it is possible?

Jennifer: I think it will require some creativity and hard work, but I think we can get it done with two or three days to spare.

Matthew: Ok.

Jennifer: Now that our business is settled, how is everything else?

Matthew: All is well, although the current pandemic this year is causing a lot of delays getting around the city.

Two weeks later...

Matthew: We have pulled all of our resources and I am happy to say that 60% of the front office staff are now trained in the new process. The remaining 40% will complete the training in the next two weeks.

Jennifer: Only 60%? I thought we agreed that they all would be trained by now!

Matthew: Yes. The MCO has been lifted so the rest of the training should go quickly.

Jennifer: This training is critical to our results. Please get it done as soon as possible.

Matthew: I am certain that it will be done in the next two weeks.

Answer the following questions based on the scenario above.

1. Identify and explain **THREE (3)** barriers in this case study. (9 marks)
2. How will this incident affect their future interactions and what solutions should they consider? Provide at least **3 (THREE)** communication skills to justify your answer. (6 marks)

Case Study 2

Lutazan Hotel and Spa Group

Stephen Brooks, recently appointed as the Director of Customer Relations, has been hired by the Lutazan Hotel and Spa Group to improve the group's customer relations. The group has a number of hotels in Malaysia and Indonesia. Stephen's first task is to focus on building better relationships with the guests who use the hotels, especially those who may become frequent visitors. The challenges facing the hotel group are exemplified by the following facts.

In the last five years:

- Group turnover has fallen by 25%
- The group's room occupancy rate has dropped from 81% to 55%
- Customer surveys have indicated increasing dissatisfaction with the hotels especially for Service and Staff helpfulness, enthusiasm, and knowledge, which was rated as 2/5.
- The retention rate of guests has fallen from 30% to 7%.
- There seems to be little customer loyalty to the hotel group.
- Recent online reviews have reduced the hotels' rating from four stars to three stars.

Answer the following questions based on the scenario above.

1. Given that most of the employees were from different cultural backgrounds, explain **FOUR (4)** communication barriers that could have affected the hotel? (10 marks)
2. As the Director of Customer Relation, what solutions would you consider in addressing these problems? (5 marks)

SECTION B: Definition of Terms (20 marks)

Define the following terms. Provide appropriate explanation and a suitable example to support your answers.

1. Ethnocentrism (4 marks)
2. Grapevine (4 marks)
3. Building Rapport (4 marks)
4. Noise (4 marks)
5. Collectivism (4 marks)

SECTION C: Business Letter Writing (20 marks)

Refer to Case Study 2 from SECTION A.

Based on the situation, as secretary of the Director of Customer Relations, write an email to ActiveScapes to enquire on a teambuilding activity for the staff of Lutazan Hotel and Spa Group.

SECTION D: (30 marks)

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

1. The hotel management and culinary industry in Malaysia is vibrant and exciting – and the main reason for this is the multiracial workforce and a mixture of local and international clientele. Being someone who is going to work in this challenging yet rewarding industry, what kind of communication skills should you have? State a few of the skills and explain the cultural knowledge that you should be equipped with in order to work in the hotel management and culinary industry in Malaysia.
2. Stereotyping is a major barrier when it comes to communication professionally. What do you understand by stereotyping? Discuss how does it influences or distorts the communication process. Are there ways to avoid stereotyping? Provide real life examples to support your discussion.

-THE END-

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