

FINAL ALTERNATIVE ASSESSMENT
Examination Paper

(COVER PAGE)

Session : August 2020

Programme : Diploma In Hotel Management Programme (DHMN/DHM)
Diploma In Culinary Arts (DCAN)

Course : COM2114 : Workplace Communication

Date of Examination : December 17, 2020 (Thursday)

Time : 8.00am – 10.30am Reading Time : Nil

Duration : 2 Hours : 30 Minutes

Note: 30 minutes is added into the duration of the examination to factor in any connectivity matters and for you to scan and upload your scripts.

Special Instructions :

This paper consists of **FOUR (4)** questions. Answer **ALL** the questions. **Write ALL your answers** in the foolscap papers.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Priyadarshinee Superamaniam and Archanaa Maniappen

Chief Moderator : Ms Siti Adibah Abdul Mutalib

This paper consists of 5 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 : AUGUST 2020 SESSION

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

Section A: Case Study (30 marks)

Read the following case studies and answer the questions

Case Study 1 (20 marks)

Property: Vertical by Tyatt, KUALA LUMPUR (4.5 Star Rating)

“Vertical is the new ‘hip and happening’ place to stay when in town”. (The Edge, January 2020)

The Vertical is well known for all the right reasons, for example, its amazingly modern architecture that maintains ample natural greenery, they minimalist yet well-equipped rooms, and most importantly, the fleet of young, eager and enthusiastic service staff.

Just when everything was going well, the COVID-19 pandemic attacked. It would not be wrong to say that the hospitality industry had taken the worst blow, and it was not different for the Vertical. With next to zero occupancy rates for weeks, the management was doing all it could to hold on. Staff were getting restless, and the never ending checking, cleaning and scrubbing was taking a toll on their initial enthusiasm.

When the regional lockdown was lifted, occupancy rates increased, but it did not suffice to keep every one of the occupied. Some had to work, while some had literally no work to be done. The manager, Mr. Calvin, tried his best to delegate the tasks, but nothing much could be done. Maintaining hospitable conditions were his priority at the moment.

It seemed as if the ground staff - the front desk personnel, concierge, porters, runners and cleaners - were ever occupied, where else, the IT staff, marketing staff and online customer relations staff, were less so. Such perception among Vertical’s team was causing undue stress for everyone. Weekly meetings were becoming more tensed as everyone seemed more hostile towards each other.

Then, one fine day, during one such meeting ...

Mr Calvin
(Manager) : Service staff must wear masks at all times. Even today I saw one of them with his mask lowered when he was cleaning the rooms. Why is it so difficult to understand? Are they incompetent? Mdm Salma, you need to do something about this.

- Mdm Salma*
(*Head of Service Staff*) : Look, Mr Calvin, I understand that we need to wear masks at all times. We do. Just that sometimes, my team members are slightly suffocated and they need to lower their masks to breathe – especially when cleaning with detergents. Just because you saw one of them lower their mask to breathe, just that one time, doesn't mean you have to label us as incompetent.
- Mr Calvin* : I did not mean it that way Salma, relax.
- Mdm Salma* : Well, sounded like you did. Please go ahead with your meeting Mr Calvin, and please excuse me, I have a lot of work to do. In fact, all service staff have a lot of work to do.

Mdm Salma stood up, and walked out of the meeting room without looking back.

Answer the following questions based on the above scenario. (20 marks)

1. Identify **FIVE (5)** communication issues / problems in the scenario above. Support your answer with appropriate justification. (10 marks)
2. Suggest **FIVE (5)** solutions how Mr. Calvin and his subordinates could have handled the communication issues / problems identified. (10 marks)

Case Study 2 (10 marks)

Tourism and hospitality is a diverse sector comprised of workers from varied cultures, backgrounds, ages, and languages. This is one of the reasons our industry is so unique. Nevertheless, with this diversity, comes its challenges.

In the case of a Genesis Hotel, where a housekeeping department is comprised of workers from all over the world, training can sometimes be a challenge to due language barriers. Although many corporate properties have developed strong training programs, it is not always fully understood by each person in the room. Knowing this, the key question that pops out for any trainer would be what types of tools, methods, and practices can an employer use to ensure proper training has been provided?

Based on the scenario in the case study, explain **FIVE (5)** practices that can be suggested to the housekeeping department on how to overcome their language barrier.

(10 marks)

SECTION B: Definition of Terms (20 marks)

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

1. Pseudo Listening
2. Equivocal
3. Perceptual Filters
4. Horizontal Communication
5. Ethnorelative

SECTION C: Formal Correspondence (20 marks)

Refer to Case Study 1 from SECTION A.

Assume that you are Calvin (The Manager) at The Vertical, Kuala Lumpur.

The Quality Assurance Manager, Alison, speaks to you after the meeting. She suggests gathering the staff and conducting a 3 days, 2 nights bonding and training session. The Vertical will be closing for scheduled maintenance and disinfecting anyway. Alison always had the brightest ideas. You thank her for the suggestion and decide to contact the training facility in your parent company – the Tyatt Hospitality Group Training Facilitation Wing.

Prepare an email addressed to this training facility. Request for a customized training session, and provide some information on what you think the Vertical team needs to weather through such testing times.

SECTION D: (30 marks)

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

1. Working in a team in the hospitality industry can sometimes be challenging. Provide **FIVE (5)** challenges that a team might face in a hotel industry.

3. "The strength of the team is each individual member. The strength of each member is the team." Provide **FIVE (5)** ways of effective communication in a hospitality and tourism team.

-THE END-

COM2114 (F) / August 2020