

**FINAL  
ALTERNATIVE ASSESSMENT**  
Examination Paper

(COVER PAGE)

Session : April 2021

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

Course : COM2114 : Workplace Communication

Date of Examination : July 31, 2021 (Saturday)

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.

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Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Siti Adibah Abdul Mutalib and Archanaa Maniappen

Chief Moderator : Ms Priyadarshinee Superamaniam

*This paper consists of 7 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: APRIL 2021 SESSION

**SUBMISSION OF WRITTEN EXAMINATIONS:**

1. All your answers **MUST BE HANDWRITTEN** in A4 Foolscap Papers.
2. It is your responsibility as a student to ensure that your handwriting is clear and legible for grading purposes.
3. Make sure you **DO NOT COPY & PASTE** from or **REFER TO** any source. Your submission will be digitally checked for plagiarism. You may be subjected to an Academic Dishonesty hearing if caught cheating in any way.
4. You are required to **scan all answer sheets in one document** and submit them in Blackboard before the end of the exam duration. The duration of the alternative assessment is 2 hours (as per original exam). The additional 30 minutes is given for you to scan and upload your answer scripts.
5. Your scanned document/file must be labelled: *Name\_StudentID\_Section.docx* (e.g. *Tan Meng Choo\_J19012345\_DH1.docx*)
6. Refer to the following steps for the final submission:
  - (a) Step 1: Go to the **APR2021 Alternate Assessment** folder.
  - (b) Step 2: Click *<Alternative Assessment Submission>* and click *<Browse my Computer>* to attach your file. Click *<Submit>*.
7. You have **only ONE (1) attempt** to submit your task.
8. You must submit your completed work before **HH:MM:SS** on **DD:MM:YY**. There will be absolutely no extensions. We will not accept any appeal for additional time or special consideration for any disruption you may face during the scheduled exam time.



**Instructions:** This paper consists of **FOUR (4)** sections. Read the instructions carefully and answer **ALL** questions in A4 Foolscap papers.

### Section A: Case Study (30 marks)

Read the following case studies and answer the questions.

#### Case Study 1 – 16 marks

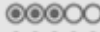



**“So disappointed....”**


 Reviewed December 18, 2020  via mobile

5 people found this review helpful

We visit Park City often and have stayed at the sky lodge many times but were supremely disappointed this August when we returned. The front desk staff was polite at best, but the woman who "greeted" us was clearly irritated that we interrupted her facebooking or game of solitare. The hotel is falling into disrepair. A layer of dust was found throughout our room and even on the backs of the lobby chairs! Paint peeled from the bathroom wall where the tub filler splashes. Wall sconces in the hallway were either not working or about to fall off, or both. The carpets look worn and dirty and upholstery is tattered. The staff was extremely unresponsive to any request and really, just polite enough to not be outright rude. Our hot tub was broken - never got hot - and 4 requests for service were ignored. The ammenities are lacking, no more nice touches like molton brown or turn down service. They did however offer a mini bar of full size spa product at outrageous prices. I learned this the hard way since there was no notice that these were for sale. The Sky Lodge has turned into an overpriced, run-of-the-mill, grade A dump. I asked to speak to the manager to give him my thoughts and was told he was too busy to talk to me! Unbelievable. I've had better hospitality service at the Best Western. Next time, we will stay at the Washington School House Inn, or the Waldorf, or Montage...literally, anywhere but here!

Stayed August 2020

 Value	 Rooms
 Location	 Cleanliness
	 Service

*The case is a comment extracted from Trip Advisor as found in:*

<http://www.reviewtrackers.com/case-studies-examples-hotels-applying-practices-responding-bad-tripadvisor-reviews/>

1. Identify and explain **3 (THREE)** communication issues that are evident in the above hotel situation. (6 marks)

2. Extract 1

*“...but the woman who greeted us was clearly irritated that we interrupted her face-booking or game of solitaire.”*

Extract 2

*“...staff was extremely unresponsive to any request...”*

Based on the extracts above, what do you think the front desk officer and the staff could have done differently? Provide at least **4 (FOUR)** effective communication skills to justify your answers. (10 marks)

**Case Study 2 – 14 marks**

**Café Italia**

Café Italia is best known for its cozy ambience and friendly staff. The place has always been known for serving the best Italian food in Kuala Lumpur. Joan, the owner and manager remembers how busy weekends used to be, but now, ‘take out’ and deliveries seem to make up most of their sales. Since Café Italia has been around for more than 4 decades, they have quite a number of high profile, loyal customers.

Joan has also been trying to create a presence on food delivery platforms. These efforts have kept her restaurant up and running thus far, but things are getting more difficult. They have had to adjust working hours, rewrite menus, cut down on staff, deal with late stock delivery, price hikes, and worst of all, shortage of ingredients. The chefs have had to manage with what they have, and they are not very happy about it.

Joan had noticed that customer ratings has never been above 3.5 / 5 and some of the latest reviews are as follows:

Review 1: “Not as good as they used to be...”

Review 2: “Too much cheese, less flavor.”

Review 3: “Did Italia change its chefs? I remember the food being much better...”

Review 4: “Pizza too soggy, should use different packaging for delivery!”

Joan calls for a meeting to discuss the above with her staff. Halfway through the meeting...

*Chef Angelo*  
(*Main Chef*) : So, Jo, you're saying that this is all my fault? The ratings and reviews?

*Joan*  
(*Owner / Manager*) : No Angelo, of course not. How can I blame you? It's just that, in general, all complaints are about the food, and the taste.

*Chef Haikal*  
(*Asst. Chef*) : It is a restaurant Jo; people will talk about the food. It's normal. I still see our weekly customers walking in to collect their take away orders. These reviews are probably from first timers. Chill! We don't have to worry about them.

*Tatiana*  
(*Kitchen Aid*) : Our taste has changed. My friends said the same thing. But we can't help it. The ingredients we used to have, compared to the ingredients we're using now, are very different in terms of quantity and quality.

*Joan* : Haikal can't have that attitude toward customers – old or new, everyone matters. And yes Tatiana, I know about the ingredients, but what can we do? Angelo, I don't need an angry chef, I need advice. Help me make this better...

*Chef Angelo* : This is not my problem Joan. If you are afraid to pay the price and do the necessary for good ingredients, then I can't do much. I can only cook with what I'm given.

*Chef Haikal* : You should think about increasing the price of the food – not cutting down on the ingredient's quality and quantity.

*Joan* : No. We cannot increase the price of the food. Our usual customers are used to, and comfortable with the price. Our online customers will be paying delivery charges as well. If we increase the price, people will go for more affordable options.

*Chef Angelo* : You decide Jo. You want us as chefs, then, give us good ingredients. I cannot cook like this anymore – with people constantly saying my food is not good enough.

*Joan* : Have you ever thought about how difficult it is to keep this place running while paying your salaries? All you think about is your reputation, Angelo!

*Chef Angelo stands up and walks out of the restaurant.*

**Answer the following questions based on the above scenario.**

1. Identify **3 (THREE)** communication issues / problems in the scenario above. Support your answer with appropriate justification. (6 marks)
2. Provide **4 (FOUR)** suggestions on how you think Joan and her staff could have better handled the communication issue you have identified in Question 1? (8 marks)

**SECTION B: Definition of Terms (20 marks)**

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

1. Pseudo Listening
2. Noise
3. Ethnocentrism
4. Generational gap
5. Perceptual filters

**SECTION C: Formal Correspondence (20 marks)**

*Refer to Case Study 2 from SECTION A*

**Assume that you are Joan (The Owner / Manager) at Café Italia.**

After the meeting, you (*Joan*) decide that something has to be done to reduce tension among the kitchen staff, and yourself. You decide that you could all use a fully sponsored 3 days 2 nights ‘time off’ at your family’s beach house. You’re also planning to have a short bonding and training session. You have planned to seek the help of a popular trainer whom you’ll be inviting to stay at the same location. You need the trainer to focus on some of the following aspects; shifting a business online, working together during a crisis, and, product innovation. You need your staff to be inspired to do better.

**Prepare an email addressed to the trainer.** Request for a customized training session, and provide some information on what you think the Café Italia team needs to handle challenges and move forward together.

**SECTION D: (30 marks)**

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

1. Using examples from your college experiences, describe **FIVE (5)** factors that contribute to a successful team work. Justify your answer with relevant personal experiences.
2. A lot of global companies and employers are realizing the value of teamwork and what can the employees accomplish when they are working interdependently with one another. Discuss **5 (FIVE)** cultural and team communication skills or considerations that they could use in order to interact effectively at the workplace. Explain and provide suitable examples to support your answers.

**-THE END-**