

**FINAL
ALTERNATIVE ASSESSMENT**
Examination Paper

(COVER PAGE)

Session : January 2022

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

Course : COM2114 : Workplace Communication

Date of Examination : March 5, 2022 (Saturday)

Time : 4.00pm – 6.30pm 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)** sections. 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 6 printed pages, including the cover page

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
DIPLOMA IN CULINARY ARTS PROGRAMME (DCAN)
COM2114: WORKPLACE COMMUNICATION
FINAL ALTERNATIVE ASSESSMENT: JANUARY 2022 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 single file** 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: **course code_name_studentID**. For example: **COM2114_TanMengChoo_J19xxxxxx**
6. Refer to the following steps for the final submission:
 - (a) Step 1: Go to the **JAN2022 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 **06:30:00** on **05:03:22**. 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)

Case Study 1 – (15 marks)

Read the situation provided and answer the questions that follow.

“Lucy, I have to rush now for my appointment with James, our partner at the Glam Golf Country Club. Don’t forget to ask Brian to complete the report that we talked about in yesterday’s meeting. I want to see it next week on Monday morning before submitting it to our CEO on Wednesday.” Then Sam, the marketing manager rushed out, leaving Lucy, his secretary looking bewildered. It was obvious that Sam was already late for his appointment. “He is always rushing! I better put this on the to-do-list”, she thought.

An hour later, Lucy went to Brian’s room. The place was noisy as the room next to Brian’s office was being renovated. When Lucy knocked on Brian’s door, he was typing on his laptop. He looked really busy and stressed. There were many documents on his table. She had to knock a few times before she caught his attention. “Brian, Sam asked you to complete the report we discussed on in the previous meeting because he wants it by Monday morning next week,” explained Lucy in a loud voice because of the noise from next door. Brian looked up and said “pardon?” Lucy repeated her sentence. “Next week? Okay, okay,” he nodded his head and continued with his work without looking at her again. Lucy just left because she was aware that Brian was under a lot of pressure.

A week after, on Tuesday at Riggs & Associates office

Brian entered Sam’s office. “Good morning and sit down.” Sam invited Brian to sit in front of him while he was busy flipping the pages of Brian’s report. Brian could tell that Sam didn’t look very pleased. “Didn’t Lucy tell you I wanted the report submitted to me on Monday morning? Lucy told me that you submitted the report at 5 p.m. on Tuesday. That’s too late.”

“She only told me that you want it this week. That’s why I submitted it yesterday.” Brian explained. Sam hesitated to reprimand Brian. “Maybe there’s a miscommunication here,” he thought. “Never mind, we still have time to submit this. Oh, Brian, I also need you to arrange for a meeting with our client, Jasper & Co. to negotiate on our contract terms. Our last meeting with them didn’t go well so make sure we can get them to sign the contract this time.” “I’ll do that, Sam,” replied Brian. He didn’t want to disappoint Sam. He knows how important this negotiation is for the company. This is their first client from Singapore and the company’s CEO is sharp and astute. When Brian contacted the secretary at Jasper and co., the secretary proposed a meeting via video conferencing. Brian discussed this with his team members. They considered a few factors and decided to insist on face-to-face meeting. They decided that a face-to-face meeting will be more suitable to negotiate and persuade the client.

Based on the scenario, answer the following questions.

1. Identify and explain **THREE (3)** barriers that have contributed to the communication breakdown. (9 marks)
2. Give **TWO (2)** suggestions on how the miscommunication in the case study could have been avoided. (4 marks)
3. Brian and his team members insisted on a face-to-face meeting after considering several factors. Identify and explain **ONE (1)** factor or aspect of the face-to-face meeting that they may have considered. (2 marks)

Case Study 2 (15 marks)

Read the situation provided and answer the questions that follow.

The Truly Divine Hotel where Janice Brown works as an assistant manager, is near a major airport in England. Being close to the airport brings in many international guests visiting the area or in transit to another destination in England.

In her 5 years at Truly Divine Hotel, she has experienced the good and bad times the hotel has gone through. Lately, the senior hotel management has noticed a dip in bookings over the last year while other hotels in the area reported an increase.

When she spoke to some of the hotel guests, she was told that the hotel could spruce up its image and amenities. Having an Olympic-sized pool and a luxurious laundry service was not a big deal. Not only that, but guests also felt that the hotel staff were not communicative and helpful when approached with inquiries and assistance.

International guests found that the front office staff could not understand them or their requests, some staff ignored them, or were downright arrogant. When Janice spoke to the staff, many of them felt that tourists should be able to speak English if they wanted to visit an English-speaking country! Using hands and face to communicate they found was offensive. English speaking guests got better treatment than non-English speaking ones.

Question 1

Why has the communication failed? Identify and explain **THREE (3)** main communication barriers between the staff and guests. (9 marks)

Question 2

Since the management wants to increase bookings and attract more international guests, provide **THREE (3)** suggestions on how Janice and her staff can improve on their communication. (6 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. Unequivocal
2. Collectivism
3. Interdependence
4. Coercive Power
5. Horizontal communication

SECTION C: Email Writing (20 marks)

You are the administration manager of Taylor Tourism & Export, a company that deals with tourism and provides foreign workers to local companies. You engaged a local contractor, Tycoon Constructions, to repair the drainage piping system in your office building. You were impressed that the repair work took only two weeks to complete. However, after only a few months, you realise that there are a few leakage points that have led to other problems. Some areas are soaking wet that the smell is unbearable. Write an email to the manager of Tycoon Constructions demanding an apology and further repair works. You may invent any other relevant and necessary details.

SECTION D: Short Essay (30 marks)

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

Question 1

Working in a team in the hospitality industry is crucial. At the same time, it can also be very challenging. What are **FIVE (5)** ways on maintaining the effectiveness of working as a team?

Question 2

“Let’s get together to work on this project” does not focus on problem solving and solutions. By contrast, “let’s figure out our options to create new customized tour options” is a solutions-oriented priming statement. Effective teams often use these solutions-oriented priming statements to maintain focus on high performance.

Based on the statement above, discuss **FOUR (4)** natural stages to reach high performance.

~**The End**~

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