

FINAL
Examination Paper

(COVER PAGE)

Session : April 2017

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

Course : COM2114 : Workplace Communication

Date of Examination : August 3, 2017 (Thursday)

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 Siti Adibah Abdul Mutalib, Ms Subarshini Ramakrishnan

Moderator : Ms. Allison Wang Mun Kuen

This paper consists of 5 printed pages, including the cover page.

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
DIPLOMA IN CULINARY ARTS (DCA/DCAN)
COM2114: WORKPLACE COMMUNICATION
FINAL EXAM: APRIL 2017 SESSION

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

SECTION A: Short Case Studies (40 marks)

Answer ALL questions based on the case studies below.

Case Study 1

(20 marks)

“Unpleasant hotel stay”

I traveled to Cameron Highlands on my first solo vacation and stayed with this hotel for 7d6n. Not the best choice. I was given Room# D15, on the fourth floor, facing the main road which gets super noisy after about 7pm. As it was raining almost everyday after 12 noon, I would get too lazy to roam about the town looking for good tea/dinner deals. So I went to the indoor swimming pool but it was a disappointment as the pool was dirty and the floor slippery. The gym had very good equipment but they were not maintained properly, thus most of them were dysfunctional. When I reported the matter to front desk, they just pushed a form to me and asked me to fill in. Once it was done, they put it aside and I strongly believe no action was taken as the gym was in the same condition for the whole week I was there. Food wise, the town was swamped with countless of steamboat shops. Few Malay food shops, selling tom yam and various fried rice choice. And one Indian food shop, Sri Ammani Restaurant, which serves awesome *“rava thosai”*. The hotel breakfast was very basic, serving the typical Malaysian choices of *nasi lemak*, fried noodles and *beehoon*, mini sausages, fried *popiah* and mini samosas, fruits, cereal with very cold milk, rice porridge with condiments, fruit juice, coffee and tea. Not a big fan of their menu.

Not to mention, the staff speak little English. The kitchen staff did not even bother taking orders properly. I wanted to know if the food had nuts in it as I am allergic to nuts, but they just ignored me. I wanted to inform the front desk person about this, but she had an attitude problem. She refused to listen to me. She even hinted that I was being too pushy on her staff. She told me that *“foreigners”* always complained and never appreciated the services.

Adapted from: https://www.tripadvisor.com.my/Hotel_Review-g298293-d1159495-Reviews-Hotel_Rosa_Pasadena-Brinchang_Cameron_Highlands_Pahang.html

1. In your opinion, what are the communication barriers, verbal or non-verbal that are related to the issues you have spotted above? Provide **TWO (2)** barriers and a brief explanation to justify your opinion. (10 marks)
2. Based on the communication barriers that you have stated, suggest **FIVE (5)** solutions or steps that can be taken to ensure that these issues do not reoccur. Please identify the parties or people concerned and what they can do to improve the interaction. (10 marks)

Case Study 2

(20 marks)

Serena is the head of staff in AA Resort, Port Dickson. She had worked her way up diligently and strives to keep everyone comfortable – her staff and guests.

Serena's problem started right after she posted a new company policy on the use of mobile phones during working hours. It stated that all employees were only allowed to use their mobile phones during assigned breaks. Those dealing with clients personally will have to obtain an authorization to hold onto and use their mobile phones during office hours. All others will be allocated 'non-smart phones' by the management for immediate reach in case necessary.

Within minutes, Shah, who works at the front of the hotel, stormed in and demanded to know why he and the other workers had no say in the matter. After all, he fumed, they are the ones affected by this change.

Serena felt herself grow tense. Of course Shah would be the one to complain. He tended to overreact to small things. Plus, he was the main reason for the new policy – the one who was constantly spotted engaged with his smart phone even when guests were having a conversation with him.

Serena said there were too many workers who were using their phones during working hours and neglecting their work. The management had been receiving complaints from guests regarding poor service and miscommunicated orders.

Then she added pointedly, "Especially you, Shah" – which was the truth. The management had received two emails in the past week alone, both client complaints clearly stating that Shah was too busy with his phone to see to their needs.

As Shah began to dispute Serena's claim, she interrupted him, saying, "I'm tired of reminding everyone all the time. Also, I worry about our hotel's reputation and I can't afford to have that happen.

Shah stormed out muttering that the policy was ridiculous. He also mumbled that he and the others were adults and did not need constant monitoring.

1. Identify and explain **FOUR (4)** communication barriers in the case above. (8 marks)
2. Explain **TWO (2)** effects of ineffective listening especially with customers in the case above. (4 marks)
3. How do you think that we could have avoided the conflict? In your opinion, what do you think both these people could have done differently in order to achieve effective communication? Provide **THREE (3)** effective communication strategies and justify your suggestions. (6 marks)

SECTION B : Definition of Terms (10 marks)

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

1. Communication Climate (2 marks)
2. Communication Channels (2 marks)
3. Defensive Listening (2 marks)
4. Downward Communication (2 marks)
5. Nonverbal gestures (2 marks)

SECTION C: E-mail Writing (20 marks)

Refer to Case Study 2 (**SECTION A**)

Madam Lillian, the Human Resource Manager has just received a complaint from one of the staff in AA Resort, Port Dickson about the recent policy of banning the use of mobile phones during working hours. The staff, Shah has expressed his disappointment of the matter and suggests that the head of staff, Serena is picking up on him by deliberately posting the new policy at work. He also threatens to viral the micromanagement culture of the resort to the public.

As the Human Resource Manager, construct an email to Shah and on a professional note, advise him on his behaviour at work and his commitment to the job. Highlight some of the communication skills he should improve on when interacting with the customers and someone superior (Serena).

SECTION D: Short Essays (30 marks)

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

1. For communication to be successful, one must pay attention to non-verbal communication. Explain **FIVE (5)** types of nonverbal communication that may affect the meaning of a message.

OR

2. Using examples from your college experiences, describe **FIVE (5)** factors that contribute to successful team work. Justify your answer with relevant personal experiences.

-THE END-

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