

**FINAL**  
Examination Paper

(COVER PAGE)

Session : August 2017

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

Course : COM2114 : Workplace Communication

Date of Examination : December 7, 2017 (Thursday)

Time : 5:00 pm – 7:00 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) : Subarshini Ramakrishnan, Siti Adibah Abdul Mutalib

Moderator : Ms. Allison Wang Mun Kuen

*This paper consists of 4 printed pages, including the cover page.*

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)  
 DIPLOMA IN CULINARY ARTS PROGRAMME (DCA)  
 COM2114: WORKPLACE COMMUNICATION  
 FINAL EXAMINATION : AUGUST 2017 SESSION

**Instructions:** This paper consists of **FOUR (4)** questions. Answer **ALL** the 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)**

*“ Great Location with Terrible Service ”*

I stayed in this hotel with my wife and 7 year old daughter. Great location. I enjoyed the sun set from the deck just on the sea. Great swimming pool. My room was little away from the reception area just opposite the road. Room was good which was partially sea view and partially hill view. Clean room. My experience is given below.

1. After check in, I booked the hotel mangrove tour. The lady who booked my tour, directed me to be present at the reception at 9.45 am next day. Accordingly, I was ready but the driver came early and literally dragged us from the breakfast area using filthy language in front of other tourists. When I said that I was directed to be present at 9.45 am, he showed me something which said clients have to be ready one hour before the start time. Repeatedly I told him that I was not given this instruction by the tour manager. He continued showing me his annoyance. After reaching the jetty, we came to know that their boat was not ready and we had to wait for 30 to 45 minutes. I lost my mood and I decided to go back.

2. In my room there was an old noisy fridge which disturbed our sleep. I complained twice with reception, my wife twice and my daughter once. No response and action. An hour later, one person came and he did not understand anything. The person did not know English and just gave me blank looks. He left without understanding the problem.

3. In the hotel restaurant, the servers could not speak or understand English. They served something which I had not ordered and it was meant for another table. He forgot one of our important orders and when reminded, he ran into the kitchen. In the meantime, another server served us juice which we had not ordered. I find it was also happening with other clients.

So, I will not recommend this hotel to stay. A bunch of unprofessional jokers are running this great hotel with a great location. In terms of service, I had only one good experience that is smooth check in and one bellboy helped me carry luggage to my room.

*Flavio Bertolli on “TripAdvisor”, Nov. 2017*

1. List and discuss the **THREE (3)** major communication barriers in this study?  
(10 marks)
2. Explain **TWO (2)** ways the hotel management can overcome these barriers.  
(10 marks)

**Case study 2 (20 marks)**

Lian Ju joins her new workplace, Applied Materials Corporation. Her new supervisor, Robinson introduces her to the other employees who are all young men – Tony, Jim and Carl. As Ben leaves the office, he tells Tony. “Seems like a good kid, knows her stuff and she’s quick but don’t spend too much time on training, it’s not worth it as these Asian girls like to start families very young”. Tony says, “I don’t know if that’s true but isn’t that discrimination?” and Robinson replies, “No, she’s got a job, doesn’t she”.

Lian is told not to lift the G3 computers because “it’s too heavy for a little thing like you”. Justin says, “That’s right, demand equal treatment but don’t do equal work.” Later when there is a special training course for the G3 computers, Robinson suggests Lian but the others disagree with him and say that she can’t lift the G3s and the customers prefer males to do computer demonstrations.

Alejandro, another employee, who is a Hispanic also faces some problems with his colleagues. One day Robinson calls him to his office and says some of the customers find it difficult to understand his accent and they do not like to be served by an Hispanic. Alejandro, replies that “But you said all I had to do was make lots of sales and meet targets.” Robinson sighs and replies, “I know these people are out of date, but we cannot afford to offend them. If we let them go, we lose our revenue.”

Though both Lian Ju and Alejandro know the situation in their workplace is not good, they are worried that if they go to the higher office, they will be seen as just complaining .

Given the scenario above, answer the following questions:

1. List and explain the **THREE (3)** challenges in the above case. (10 marks)
2. Suggest and explain **THREE (3)** solutions that might be considered in addressing the problems described in the case. (10 marks)

**SECTION B : Definition of Terms (10 marks)**

Define the following terms:

- |                                 |           |
|---------------------------------|-----------|
| (a) filtering                   | (2 marks) |
| (b) intercultural communication | (2 marks) |
| (c) psychological barrier       | (2 marks) |
| (d) decode                      | (2 marks) |
| (e) empathy                     | (2 marks) |

**SECTION C – Memo (20 marks)**

Refer to Case Study 2

You are the Human Resources Manager for Applied Materials Corporation. The incidence at the department where Lian Ju and Alejandro work as well as other departments within the company have become a norm among senior staff. Write a memo to all managers and supervisors providing them with guidelines on how to avoid such incidences.

**SECTION D –Short Essay (30 marks)**

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

1. Identify **FIVE (5)** positive non-verbal communication techniques that are important while working with clients and colleagues and justify your answers with appropriate examples.
- OR**
2. How does **CULTURE** influence communication patterns at the workplace? Provide at least **FIVE (5)** known differences in communication amongst western and eastern cultures. Also provide suggestions on how to work effectively with these differences in a multicultural environment.

**-THE END-**