



FINAL
Examination Paper

(COVER PAGE)

Session : January 2015

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

Course : COM2114 : Workplace Communication

Date of Examination : March 9, 2015 (Monday)

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 : Case Study 1

Section D : Short Essays

Materials permitted : Nil

Materials provided : Nil

Examiner (s) : Mr Matthew Kang Li Wen, Ms Malini K.N.S. Nair

Moderator : Ms. Allison Wang Mun Kuen

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

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DIPLOMA IN HOTEL MANAGEMENT
COM2114: WORKPLACE COMMUNICATION/BUSINESS COMMUNICATION &
TECHNOLOGY
FINAL EXAMINATION: JANUARY 2015 SESSION

Instructions: This paper consists of **Four (4)** questions. Answer **ALL** questions.
Write your answers in the answer booklet provided.

SECTION A: Short Case Studies (40 marks)

Answer ALL Case Studies

Case study 1 (20 marks)

Darien Wilson works as the Concierge at The Royal Hotel. Each day he greets guests, answers their queries, and arranges tours, transport and other activities for the guests while they are staying at the hotel.

Today Darien has come to work with a splitting headache. He knows that he should have stayed at home but he has used up all of his sick leave days. He was hoping that today would be a quiet day because he was not in the mood to deal with too many queries.

As he was resting his head on the front desk while sitting down, Lisa Smart a guest at the hotel came to his desk. She had heard all about the Melbourne Flower Show and wanted to know how to get there. After breakfast she went up to the Concierge's desk and asked Darien for his assistance.

Darien was not very attentive to Lisa's request for assistance. His head was pounding away and he wished she would go away. His face showed his annoyance as he gave her a brochure on Melbourne and a map of the city, without uttering a single word.

When Lisa asked him what train to catch he pointed to a Melbourne Express Train timetable. Lisa was very annoyed by Darien's lack of assistance and told him so, as she moved behind the desk to confront him.

During Lisa's outburst Darien picked up ringing telephone and turned his back on her, blocking her entry by placing his chair in front of her. Lisa couldn't believe Darien's attitude and told him that she would take this matter up further with management

Given the scenario above, answer the following questions.

1. Briefly explain three (3) communication barriers in this case study?

(6 marks)

2. Describe three (3) of Darien's non-verbal communication that offended Lisa Smart. Why were they considered offensive? (6 marks)
3. Suggest and briefly explain two (2) ways this situation can be solved. (4 marks)
4. Describe two (2) ways Darien could have avoided this situation. (4 marks)

Case Study 2 (20 marks)

The Pan America Hotel where Tina Fey works as an Assistant Manager, is near a major airport in the United States. Being close to the airport brings in many international guests visiting the area or in transit to another destination in the United States.

In her 5 years at Pan America 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 laundry service was not a big deal. Not only that, guests 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 Tina 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.

Given the scenario above, answer the following questions:

5. Why has communication failed here? Identify three (3) main communication barriers between staff and guests. (6 marks)
6. Since the management wants to increase bookings and attract more international guests, give three (3) suggestions that Tina can use to improve communication. (6 marks)
7. Give two (2) suggestions on improving the amenities/services which you believe will benefit the hotel, and briefly explain how they will attract more international guests. (4 marks)
8. Describe two (2) ways the management can improve the cultural perception of the staff. (4 marks)

Section B

(10 marks)

Define the following terms:

- | | | |
|-----|------------------------|-------------|
| (a) | decode | (1mark) |
| (b) | internal communication | (1.5 marks) |
| (c) | relational messages | (1.5 marks) |
| (d) | pseudo listening | (1.5 marks) |
| (e) | ethnocentrism | (1.5 marks) |
| (f) | cultural diversity | (1.5 marks) |
| (g) | empathy | (1.5 marks) |

Section C

(20 marks)

Refer to Case Study 1

You are the Manager of The Royal Hotel. You have received a written complaint from Lisa Smart about the incident with Darien. She also mentioned that staff are not approachable and helpful. Write a **memo** to all Front Office staff calling for a staff meeting. Include an agenda for the meeting in your memo.

Section D – Short Essays

(30 marks)

Answer BOTH questions.

1. Describe FOUR (4) methods you would use to deal with conflicts. In your opinion, which method is the most constructive one? (15 marks)
2. Identify and explain FOUR (4) barriers to effective listening. (15 marks)