

FINAL
Examination Paper

(COVER PAGE)

Session : January 2016

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

Course : COM2114 : Workplace Communication

Date of Examination : March 10, 2016 (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. Malini K.N.S. Nair, Ms. Archanaa Maniappen

Moderator : Ms. Allison Wang Mun Kuen

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

DIPLOMA IN HOSPITALITY MANAGEMENT PROGRAMME (DHMN)
DIPLOMA IN CULINARY ARTS PROGRAMME (DCA)
COM2114: WORKPLACE COMMUNICATION
FINAL EXAMINATION : JANUARY 2016 SESSION

Question 1 : Case Study (40 marks)

Case Study 1 – (20 marks)

Read the following case studies and answer the questions that follow.

Rebecca works with The Hot Rocks Hotels, a Chicago based company. She is talking on the phone to Avinash, the manager of one of The Hot Rocks Hotels in India on customer service training.

Rebecca: We really need to get all of the front office staff trained on our new process in the next two weeks. Can you get this done?

Avinash: That timeline is pretty aggressive. Do you think it's possible?

Rebecca: I think it will require some creativity and hard work, but I think we can get it done with two or three days to spare

Avinash: Ok.

Rebecca: Now that our business is settled, how is everything else?

Avinash: All's well, although the heavy monsoons this year are causing a lot of delays getting around the city.

Two weeks later...

Avinash: We've pulled all of our resources and I'm happy to say that 60% of the front office staff are now trained in the new process. The remaining 40% will complete the training in the next two weeks.

Rebecca: Only 60%? I thought we agreed that they all would be trained by now!

Avinash: Yes. The monsoon is now over so the rest of the training should go quickly.

Rebecca: This training is critical to our results. Please get it done as soon as possible.

Avinash: I am certain that it will be done in the next two weeks.

Answer the following questions:

1. Did Avinash agree to the initial timeline requested by Rebecca?
Explain your answer. (4 marks)
2. Explain **THREE (3)** communication barriers in this situation. (12 marks)
3. How will this incident affect their future interactions? (4 marks)

Case Study 2 (20 marks)

Below is an email sent to Mr. Vish, The Best Penang's manager. The Best, Penang is a 4 star hotel that has been recommended by a particular conference organizer.

Good day Mr. Vish,

This is Samson Wellington from Sydney, Australia.

I was a guest at The Best, Penang from the 25th till the 29th of December 2015.

(Receipt Ref: 00009854367/2345)

I've been to Penang on many different occasions and decided to stay in The Best only because it was recommended by my conference organizers. I must say, it was a disappointment for me, and 18 of my friends (all conference participants) who stayed here.

To start with, I'd booked my room 8 weeks ago and when I wanted to check in, the staff made me wait for nearly 50 minutes. The only explanation I was given was that the computer reservation systems were down and the staff needed to look through printed documents to endorse my booking. They refused to accept my printed version on the receipt of payment and the confirmation email, claiming that it may be a 'scam' and that it was company policy to search through mountains of documents in such situations. What angered me was that, walk in guests were given rooms immediately with over the counter payments.

That evening, I'd called up room service as I was too tired to walk around looking for food. One would expect a 4 star hotel's food to be at least as good as, if not better than, the fantastic street food Penang is known for. My order arrived within minutes (which was a good thing) but the food was all mixed up. I'd made myself very clear to the person taking the order over the phone that I was allergic to prawns and I had 'extra' prawns in my noodles. I ordered black coffee and they sent up some variation of milk coffee. I sent the order back and told the room service attendant that they'd got my order all wrong. He just nodded and walked off. I'd waited for a call from the hotel's kitchen or some kind of response but received none. I was saved by a friend who decided to pick me up for a meal.

There were a few such incidents but one in particular pushed me over the edge. I'd requested (in the morning) for the room to be cleaned on the third day of my stay and when I came back, the room was as I'd left it. The towels weren't changed and the rubbish hadn't been cleared. When I called the front desk, they sent a cleaner up after an hour or so. He emptied the dustbins and walked out the door. I thought he was going to get a change of towels - he never came back. I had to call twice before I got a change of towels and this time when I asked the cleaner if he was going to clean the wash room - he said something in the local language and slammed the washroom door. He just walked out after 5 or 6 minutes and slammed the room door as well.

I discussed this with my friends who stayed in The Best and all had similar complaints. The staff didn't understand English that well and were rude when asked for clarification. They weren't the slightest bit worried about the hotels reputation.

Just one last thing Mr. Vish - I had to pay for the food that was delivered to my room and brought back to the kitchen on the first day. I had to pay for something I hadn't ordered or touched. It's not a matter of money; it's a matter of principle. And, this is a 4 star hotel. If I do not receive a worthy response from your side, I'll be forwarding this email to the Conference Organizers and also to the Malaysian Hotels Association.

Thank you.

Regards

-Mr. Wellington-

Answer the following questions based on the above scenario. (20 marks)

1. Explain **THREE (3)** communication problems Mr.Samsom and his friends faced at The Best, Penang? Support your answer with appropriate justification. (12 marks)
2. Mr.Samson had mentioned that the 'room cleaning' issue had made him very angry. What **TWO (2)** things do you think the hotel staff could have done in order to avoid such a situation and why? (4 marks)
3. If you were in Mr. Vish's shoes, what **TWO (2)** things would you do to ensure that the above situation does not happen again? Provide reasons to justify your ideas. (4 marks)

Section B – 10 marks

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

1. Psychological noise (2 marks)
2. Cultural diversity (2 marks)
3. Communication climate (2 marks)
4. Empathy (2 marks)
5. Group goals and individual goals (2 marks)

Section C – Letter writing - 20 marks

Refer to Case Study 2.

Mr. Vish has received a complaint from Mr.Samson Wellington. He has threatened to forward the above email to the Conference Organizers and also to the Malaysian Hotels Association. This could have a severe impact on your rating with the hotel association, and future business with the conference organizers.

As Mr.Vish, write a suitable response to Samson Wellington. Use the full-block format and include any detail necessary.

Section D – Essay - 30 marks

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

1. The biggest communication problem is we do not listen to understand. We listen to reply. Provide **FIVE (5)** guidelines how can we foster effective listening skills in order to ensure the message gets across.
2. Explain **FIVE (5)** skills you have learnt in Workplace Communication this semester that will help you at work or/and in your daily life. Provide relevant examples that support the skills/knowledge you acquired and explain how it would benefit you.

-THE END-
COM2114(F)/Jan2016

