

FINAL
Examination Paper
(COVER PAGE)

Session : August 2019

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

Course : COM2114 : Workplace Communication

Date of Examination : December 12, 2019 (Thursday)

Time : 8:00 am – 10:00 am Reading Time: Nil

Duration : 2 hours

Special Instructions :

Section A : Short Case Studies

Section B : Define the following terms.

Section C : Writing

Section D : Short Essays

Materials permitted : Nil

Materials provided : Nil

Examiner (s) : Priyadarshinee Superamaniem & 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 PROGRAMME (DCAN)
COM2114: WORKPLACE COMMUNICATION
FINAL EXAMINATION : AUGUST 2019 SESSION

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

SECTION A: Case Study (30 marks)

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

We had a confirmed reservation for a room with 2 double beds since July. Upon our arrival about 5:45pm, the front desk officer informed us that many rooms with double beds were not cleaned or available but we could have a room with a king size bed and pull out couch.

She was not at all apologetic, in fact sounded as though she was doing us a big favour. We said we would wait and she clearly was not happy about the answer because she continued convincing us to take the king size bedroom. When I refused to, she told us, we would get a call when our room was ready. We went on to store our bags with the bellman.

Around 7:30 p.m., we returned and asked the front desk staff if the rooms were ready. The staff was wearing earphones and was listening to music while working. As she was sitting down and looking at the book on the counter, she did not realise we were there. After raising my voice to almost a hysterical pitch, she looked up, annoyed that she was disturbed. She gave us the keys and told us that the rooms were ready. Next, we went over to retrieve our baggage and the bellman simply rolled it out without any offer of assistance.

When we entered the room, it was not as clean as desired, no coffee pot in the room, the phone at the desk didn't work, and no drawer handles within the wardrobe. We called at around 9.00 p.m. to ask for toilet paper because our room had none and we were trying to use the bathroom and go to bed. The same front desk officer answered rudely but told us she would have some sent up. She called again 30 minutes later and she yelled at me for interrupting her dinner. 30 seconds later, we got our toilet paper, used the bathroom, and went to bed.

She called 30 minutes later and rudely yelled in the phone "did you get your toilet paper?" We told her we had and hung up. She called 45 min later and again rudely yelled in the phone "did you get your toilet paper?" This was at around 11.00 p. m and we had enough of the nonsense. She knew exactly what she was doing but she continued until we stopped picking the phone.

If your staff cannot handle small problems like this, you should not think of operating a hotel.

(Adapted from <https://www.tripadvisor.com.my>)

Answer the following questions based on the scenario above.

1. Identify and explain **THREE (3)** communication barriers that are evident in the above situation.
(6 marks)
2. Clearly the front office staff did not react as expected. What do you think the front desk officer should have done differently. Provide at least **THREE (3)** communication skills to justify your answer.
(9 marks)

Case Study 2

“I had high expectations having read the reviews here, but my experience was entirely bad. I booked a table for two the day before and they were so not prepared. No drinks served after we sat down. I mean how hard is it to serve plain water? We had to call and ask for it three times. My partner was on the verge of getting the water himself, as it was just right behind us. The tables were placed inches from each other and we could hear the entire conversation that the other couple was having.

Service was extremely slow. The waiters seemed to be overwhelmed with the hotel being full. The waiters are not familiar with their own menu, and couldn't recommend one when I asked. We felt ignored most of the time, and we had to wait for almost 30 minutes for my partner's order to arrive. This waitress was young and pretty, and openly flirted with the patrons. She nearly sat down on my husband's lap. Though she apologized, we could see that she did it purposely and had the chic to wink at my husband. Other waiters were making multiple mistakes. They were mixing orders or forgetting orders and one waitress accidentally spilt water on an elderly guest. She tried to apologize but had difficulty in conversing in English and spoke in her mother-tongue to the chagrin of the German woman who tried to calm the hysterical waitress. It was so chaotic and hardly a pleasant place to celebrate anything.

As the service was bad, we thought maybe the food would make up for it. But we were terribly mistaken. The bruschetta I had as my starter was nothing more than two slices of burnt Tesco's value garlic bread with a bit of tomato on top. We had mussels, which was a bowl of mussels, and it was covered with some sort of tepid liquid with an inch layer of oil, with a slice of lemon. There was no taste to it at all, and there was no salt or pepper on the table. After trying so hard to flag a waiter, finally my husband just took them from the next table. Honestly, the best bit of food we had there was the two candies which came with the bill and it was quite a bit of money.

Adapted from www.tripadvisor.com.my

Answer the following questions based on the scenario above.

1. Identify **FIVE (5)** issues faced by the guests at the restaurant. (5 marks)
2. Give **FIVE (5)** recommendations to improve the restaurant. (10 marks)

SECTION B: Definition of Terms (20 marks)

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

1. Pseudo listening
2. Empathy
3. Psychological barrier
4. Gender discrimination
5. Ambiguous messages
6. Inflammatory language
7. Equivocal
8. Paralanguage
9. Information Overload
10. Centralized Leadership

SECTION C: Business Letter Writing (20 marks)

Refer to Case Study 1 from SECTION A.

The guest, Mary Freeman (mary69@gmail.com) has written the review and clearly, she is upset with the whole situation. As the Human Resources Manager at Hotel Wyndham Grand, Pittsburgh you are asked to respond via e-mail to the review. In the e-mail, please state what are the actions taken on the errand staff, and how you can alleviate the situation by a goodwill gesture to Mary Freeman.

SECTION D: (30 marks)

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

1. As students in a higher education environment teamwork is crucial when it comes to projects and assignments. Explain **FIVE (5)** factors that contribute to effective teamwork. Justify your answer with relevant personal experiences

2. Listening is an important skill in the communication process. There are many types of listening Provide at least **FIVE (5)** different types of listening and provide examples of workplace scenarios.

-THE END-

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