

FINAL
Examination Paper

(COVER PAGE)

Session : April 2019

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

Course : **COM2114 : Workplace Communication**

Date of Examination : July 29, 2019 (Monday)

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 : Writing

Section D : Short Essays

Materials permitted : Nil

Materials provided : Nil

Examiner (s) : **Priyadarshinee Superamiam** & Subarshini Ramakrishnan

Moderator : Ms. Allison Wang Mun Kuen

This paper consists of 3 printed pages, including the cover page.

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
DIPLOMA IN CULINARY ARTS PROGRAMME (DCAN)
COM 2114: WORKPLACE COMMUNICATION
FINAL EXAMINATION : APRIL 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.

Andrew Cunnanan works as the Front Desk Clerk at The Hyatt Regency 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, Andrew has come to work with a mild fever and 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, Brooklyn Hydes a guest at the hotel came to his desk. She had heard all about the Twin Tower and wanted to know how to get there. After breakfast, she went up to the front desk and asked Andrew for his assistance.

Andrew was not very attentive to Brooklyn'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 of the Twin Tower and a map of Kuala Lumpur city, without uttering a single word.

When Brooklyn asked him what bus to catch, he pointed to the Tourist Bus Express timetable. Brooklyn was very annoyed by Andrew's lack of assistance and told him so, as she moved behind the desk to confront him.

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

Adapted from: <http://www.lrjj.cn/encrm1.0/pCommunication>

1. Explain in detail **THREE (3)** communication barriers that are evident in this case study?
(12 marks)
2. Describe **THREE (3)** of Andrew's non-verbal communication that offended Brooklyn Hydes. Why were they considered offensive?
(9 marks)
3. Suggest and briefly explain **THREE (3)** ways this situation can be solved.
(9 marks)

SECTION B: Definition of Terms. (20 marks)

Explain with examples for the following terminologies.

1. Non-verbal Communication (2.5 marks)
2. Priority Clash (2.5 marks)
3. Empathy (2.5 marks)
4. Cultural Diversity (2.5 marks)
5. Ethnocentrism (2.5 marks)
6. Generation Gap (2.5 marks)
7. Horizontal Communication (2.5 marks)
8. Collaborative Climate (2.5 marks)

SECTION C: Business Letter Writing (20 marks)

Refer to Case Study 1 from SECTION A.

You are the General Manager of Hyatt Regency Hotel. Based on the situation that occurred between your staff and Miss Brooklyn; prepare a letter in response to Miss Brooklyn's complaints.

SECTION D: Short Essays (30 marks)

Choose one of the topics below and write an essay of **250 words**

1. Interpersonal relationships at the workplace is essential as it helps to create a working climate. Explain **FIVE (5)** healthy and supportive communication climate at workplace.

OR

2. We exist in a multilingual society. Most of us know and use at least two languages. What are the advantages of English Language mastery in the hotel and culinary industry? Provide **FIVE (5)** ideas that describe the advantages of mastering the English Language and/or other language at the workplace.

-THE END-