



**FINAL**  
Examination Paper

(COVER PAGE)

Session : August 2015

Programme : Diploma In Business (DIB)  
Diploma In Information And Communication Technology (DICTN)  
B.A. (Hons) In Accounting, University Of Hertfordshire  
B.A. (Hons) In Business Administration, University Of Hertfordshire  
B.A. (Hons) In Marketing, University Of Hertfordshire

Course : COM2111 / SGM2123: WRITING SKILLS

Date of Examination : December 12, 2015

Time : 2.00pm – 4.00pm Reading Time : Nil

Duration : 2 Hours

**Special Instructions** :

Answer any **FOUR (4)** questions in the answer booklet provided.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Ms. Jayakumari, Ms. Anita Devi Draviasingam, Ms. Regina  
Sharon, Ms. Evany Kwan Lee Yee, Mr Aaron Donchin

Moderator : Ms. Iris Madona D’Cruz

*This paper consists of 6 printed pages, including the cover page*

DIPLOMA IN BUSINESS (DIB)  
DIPLOMA IN INFORMATION AND COMMUNICATION TECHNOLOGY (DICTN)  
B.A. (HONS) IN ACCOUNTING, UNIVERSITY OF HERTFORDSHIRE  
B.A. (HONS) IN BUSINESS ADMINISTRATION, UNIVERSITY OF HERTFORDSHIRE  
B.A. (HONS) IN MARKETING, UNIVERSITY OF HERTFORDSHIRE  
COM2111 / SGM2123: WRITING SKILLS  
FINAL EXAMINATION: AUGUST 2015 SESSION

**Instructions:** This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions in the answer booklet provided. Attempt all parts in every question. All questions carry equal marks.

**Question 1 (25 marks)**

- (i) What are the advantages of an email? List them. (10 marks)
- (ii) You work for Mr. Robert Yang, Office Manager of Woods and Beams Manufacturing Ltd., a company which produces household furniture.

One night while watching a television programme about dangerous items at home, you become concerned about a feature of a particular armchair called the 'Fireplace Settee' which seems to be made of a material that causes an allergic reaction. When you arrive at work the next morning, Mr. Robert Yang, who also saw the programme, highlights an urgent problem. One of your company products, also an armchair, not only has a similar name to the featured dangerous one, but also looks very much like it.

Mr. Robert instructs you to send an email to all the sales staff, advising them on how to respond to possible customer enquiries about your product. If anyone mentions the armchair featured on television, staff members are to tell them that the shop does not sell this type of armchair. It is very important that customers are assured that all the furniture sold by Woods and Beams Manufacturing Ltd. is very safe.

Write the email in about 120-150 words.

(15 marks)

**Question 2 (25 marks)**

- (i) (a) Give a list of the seven basic parts of a business letter.  
(b) When is an attention line useful in a business letter?

(10 marks)

- (ii) You are the senior marketing manager of Virtual International House which retails apparel both internationally and domestically. Recently, you have received a complaint from Catwalk Fashion, which is one of your best clients, expressing their dissatisfaction of the goods received. They are terribly upset over the wrong order of several ladies' apparel, the insufficient goods that were sent, as well as late delivery.
- (15 marks)

In about 120-150 words, write an adjustment letter to Catwalk Fashion to pacify them and to rectify the problems. In your letter, apologise for the inconveniences caused and assure them that this will not happen again. You may add any other necessary details.

**Question 3 (25 marks)**

- (i) (a) What are the advantages of writing a memo over the spoken word?  
(b) List the four steps for preparing memos.
- (10 marks)
- (ii) The memo below is disorganised and discourteous. Rewrite the memo by:  
(a) Grouping similar ideas so that the structure is logical  
(b) Setting a courteous, positive tone.
- (15 marks)

MEMORANDUM

To: H. Lin

From: J. Morris

Date: 29 November 2015

The Conference Plans you submitted last week were considered at the Committee Meeting. Make reservations for three more people. You have made some errors in the planning.

It was foolish to consider that all participants would be willing to share accommodation. Two more workshop leaders have to be chosen. Have you written the invitation to the Keynote speaker or has that already been completed? The conclusions of the committee are as follows: A mistake was also made in the order of the conference proceedings. See me as soon as possible so that I can tell you what things need to be done.

**Question 4 (25 marks)**

Below is a company advertisement for a job vacancy. Write a cover letter to apply for the job.

**Homely Hotel is one of the leading hotels in Malaysia. We are currently looking to fill the post of:**

**CUSTOMER SERVICE AGENT**

**Essential Functions**

- Handle inbound billing inquiries
- Handle emails and voicemails
- Multitask with multiple PC and web-based applications
- Provide professional, courteous and efficient service in response to guest requests
- Ability to understand customers' needs and respond with urgency
- Research and identify billing issues using multiple computer databases and resources
- Track and follow up on all guest requests/inquiries using request management systems
- Maintain customer database

**Qualifications**

- A Diploma in the related field
- 1-3 years of experience in customer service (call center preferred)
- Ability to read, write, and speak fluent Bahasa Malaysia and English
- Strong written and verbal communication skills
- Ability to effectively multitask among PC and web-based applications
- Must be detail oriented
- Strong data entry skills
- Knowledge about finance and accounting practices and procedures preferred

Applications should be sent to :

William Paterson  
Personnel Manager  
Homely Hotel Bhd  
Tower 1 Homely Tower  
Lorong Bukit  
50124 Kuala Lumpur

**Question 5 – REPORT WRITING (25 marks)**

You are the Manager of the human resources department of CompuTech, a company that produces and services computers and copiers. Your company offers loans to its staff. However, recently, you have found that staff members are not making payments on time, and that they are seeking to pay lesser than the agreed amount. You directed your team to conduct a survey to find out why staff members were having difficulty in making their loan payments. Your team's research revealed several reasons as listed in the table below:

Reasons	Percentage
Increase in price of daily basic necessities	40%
Increase in price of petrol	20%
Higher costs of children's education	30%
Increasing number of family members	10%

You are now ready to put this table into the final report format and analyse the content. Write your report based on your findings from the data collected and include some recommendations to solve the problem. You are to submit your report to the director. Your report should be approximately 250 words.

**Question 6 (25 marks)**

Revise the sentences to improve you-attitude and positive emphasis. Eliminate any awkward phrasing. In some cases you may need to add information to revise the sentences effectively.

- (1) No subcontractor shall be employed without the previous consent of the Director.
- (2) I am delighted to tell you that we have chosen you as one of our summer interns. We hope you will like working here.
- (3) As per your request, the undersigned has compiled a report on claims paid in 1997. A copy is attached hereto.
- (4) After the performance review, Jane Ross from Human Resources will meet individually with you and with other managers to help identify ways to work on two or three of your major shortcomings.
- (5) Your comments on the survey are completely confidential. Nothing you write can ever be used against you in any way.
- (6) Don't worry about getting your story in the next newsletter. It isn't filled up, so I didn't have to delay your story till next month.

- (7) You will pay \$30 more if you wait till after October 1 to register for the conference.
- (8) Please be advised that this writer is unable to attend the meeting on the fifteenth due to an unavoidable conflict.
- (9) Since the questionnaire is lengthy and time-consuming, you may not want to complete it right now. It is OK to set it aside and even take it home, as long as you don't keep it more than two weeks.
- (10) If you sent in a check with your order, as you claim, we have failed to receive it.

**~THE END~**  
*COM2111(F)August2015*