

**INTI**

INTERNATIONAL COLLEGE PENANG (507232-U)

LAUREATE INTERNATIONAL UNIVERSITIES

FINAL  
Examination Paper

(COVER PAGE)

Session : August 2012

Programme : Diploma in Business Administration

Course : **ENL2100 : BUSINESS WRITING**

Date of Examination : 8 March 2013

Time : 8a.m. – 10a.m. Reading Time : Nil

Duration : 2 Hours

Special Instructions :

This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions in the answer booklet provided.

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Materials permitted : Nil

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Materials provided : Nil

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Examiner(s) : **Tina Cheah**

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Moderator : **Angeline Meow**

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

**INTI INTERNATIONAL COLLEGE PENANG**  
**DIPLOMA IN BUSINESS ADMINISTRATION**  
**ENL 2100: BUSINESS WRITING**  
**FINAL EXAMINATION: JANUARY 2013 SESSION**

This exam paper consists of SIX (6) questions.

You are only required to answer **FOUR (4)** questions. Each question is worth 25 marks.

**Question 1**

(25 marks)

***Situation:***

You are the Personal Assistant to Mr. Matthew Kong, the Managing Director of MK Resources, 12 Jalan Perusahaan, Bayan Lepas 11900 Penang.

He says to you, “Will you write a memo from me to Mr. Lee Kah Wei, my Human Resource Manager, please? Tell him in two weeks’ time new car park arrangements will take effect in our company and I want a notice to be placed on all company notice boards outlining arrangements. All staff are to park only in the areas indicated on the plan which will be placed alongside the notice. Red permits will be issued to all staff with cars within the next few days. These permits must be displayed on their cars at all times. Staff expecting visitors should inform such visitors that they will be required to report to the security gate on arrival. They will be issued with green permits and directed to the visitors’ car park. The security guard should be given advance notification of any expected visitors. The notice should also stress that unauthorized parking will lead to problems for the many large lorries which deliver raw material and collect goods from our factory. Ask him to please let me see the draft as soon as possible.”

Write the correctly laid out **memo**, using today’s date.

**Question 2**

(25 marks)

2(a) List and briefly explain the **10 steps to good business writing**.  
(20 marks @ 2 marks each)

2(b) Every relationship needs adjustment so that whatever the conflict, it may be overcome by a process which allows both/all parties to move on in the relationship. So, when a complaint comes in, we write a Letter of Adjustment using the 5 As.

**List the '5 As' of an Adjustment Letter.**

(5 marks @ 1 mark each)

**Question 3**

(25 marks)

You are Secretary to Mr. William Quah, the Manager of Fabian Coach Company. Your company has just received a letter from Ms Jolene Ong, Staff Social Secretary of Cuddly Toys Sdn Bhd. Ms. Ong has requested a quotation for three forty-four-seater coaches for her firm's staff outing to The Lost World of Tambun Water Theme Park in Ipoh on Saturday 6 April 2013.

Your Manager has asked you to prepare a **reply to** Ms Ong's **request for quotation** for him to sign.

When writing this letter, Mr. Quah asks you to take note of the following:

- Thank her for her letter of request.
- The total cost of three coaches for the day is RM3000 – the same price charged for their outing last year
- Ms Ong needs to confirm that she accepts our quotation and to let us know the times she will require the coaches at her premises in the morning, and the time she wishes to leave the Theme Park for home in the evening. The journey should take approximately two hours each way.
- The coaches are for non-smoking passengers only.
- The coaches will make a 30 minutes stop at Bukit Merah for light refreshments and for those who need to use the rest-rooms.
- To contact us if she has any queries
- Set out the letter appropriately, using your company's letterhead and today's date.

Your address: Fabian Coach Company  
123 Kelawei Road  
10350 Penang  
Tel. No.: 04-2252388  
Fax.: 04-2252377  
Email: fabiancc@fabiantours.com

Addressee: Cuddly Toys Sdn. Bhd  
10 Tun Awang Road  
11900 Bayan Lepas  
Penang

**Question 4**

(25 marks)

After all the interviews have been conducted on 9 January 2013, your company has made the decision to offer Mr. Samuel Lee, a DICTN student of INTI International College Penang an internship for three (3) months as part of his course requirements for Industrial Training. The Group General Manager, Mr. Jason Tan, has asked you, his Personal Assistant, to prepare the **offer letter** for him to sign.

Include the following details in the offer letter:

- Period of industrial training – 1 April 2013 till 30 June 2013
- Pleased to offer this position - allowance – RM500.00 per month
- Working hours
  - Monday to Friday: 8.30 am to 5.30 pm
  - Saturday : 8.30 am to 1.00 pm
- Working hours - subject to change as determined by the company
- Overtime claims – not allowed
- Attire – expected to dress suitably for your job
- Must not disclose or make use of any company information for your personal gains.
- The company observes a drug-free environment – any trainee found taking prohibited drugs or found to be a drug addict shall be subject to summary dismissal.

When writing this letter, pay attention to the following:

- Create a simple letterhead
- Use a suitable format and tone
- Set out the letter appropriately, using today's date.

Your address:

Priority Resources Sdn. Bhd.  
 Plot 110 Hala Kampung Jawa  
 11900 Bayan Lepas,  
 Penang.  
 Tel.: 04-6445860  
 Fax: 04-6445850  
 Email: [priority@priority.com.my](mailto:priority@priority.com.my)

Receiver's Address:

16-2-4 Mutiara Court  
 Jalan Delima  
 11700 Penang

**Question 5****(25 marks)**

Your company, XLC Computers Sdn. Bhd, will be hosting an international conference for 120 participants from 21-23 June 2013. As the Human Resource Manager, you have been assigned to make the necessary arrangements for the conference in the hotel where the conference will be held. You will need to confirm the booking you made on 30 August 2012, and the facilities that you need. Accommodation for participants will be on twin-sharing basis and will only need breakfast and lunch as nightly tours of the city will be arranged. Besides that, you will need to enquire about the availability of a conference room that can seat all as well as in-session refreshments during the conference and workshops. Since there will be workshops, you will also need four smaller rooms or a large conference room which can be partitioned off for the workshop sessions.

**Task:**

Write a **letter of enquiry** to the hotel.

When writing this letter, pay attention to the following:

- Create a simple letterhead
- Use a suitable format and tone
- Set out the letter appropriately, using today's date.

Your company's address: XLC Computers Sdn. Bhd.  
12 Jalan Bagan Dalam  
12100 Butterworth  
Penang

The Hotel's Address: Traders Hotel  
Magazine Road  
10300 Georgetown  
Penang  
Tel.: (604) 262-2622  
Fax: (604) 262 6526

**Question 6**

(25 marks)

You are a junior business executive. You have been asked to write a short **report** on the 2011 World Airline Awards. Your report should integrate all the information given below.

Table 1: World Airline Awards 2011

Rank	Airline	Rank 2010
1	Qatar Airways	3
2	Singapore Airlines	2
3	Asiana Airlines	1
4	Cathay Pacific	4
5	Thai Airways	9
6	Etihad Airways	6
7	Air New Zealand	5
8	Qantas Airways	7
9	Turkish Airlines	10
10	Emirates	8

Source: <http://www.worldairlineawards.com>

Table 2: World Airline Awards 2011

Best Cabin Staff	Asiana Airlines
Best Inflight Entertainment	Emirates
Best First Class	Etihad Airways
Best Business Class	Singapore Airlines
Best Economy Class	Asiana Airlines

The data was gathered using a range of input sources:

- Online Customer Surveys
- Business Research Group Interviews
- Customer Telephone Interviews
- Selected Passenger Interviews

--THE END--

(ENL2100/F/January 13/Tina Cheah/09Jan2013)