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FINAL
Examination Paper

(COVER PAGE)

Session : January 2015

Programme : Diploma In Business (DIB)
Diploma In Information & Communication Technology (DICTN)

Course : COM 2111 : WRITING SKILLS

Date of Examination : March 11, 2015

Time : 8:00am – 10:00am 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. Nur Diyana Abd Rahman, Sitti Hawa, Yogeneswari Ambiga,
Liyana Shazleen Mohd Nizar, Cheryl Withaneachi.

Moderator : Ms. Iris Madona D'Cruz

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

INTI INTERNATIONAL COLLEGE SUBANG
DIPLOMA IN BUSINESS PROGRAMME (DIB)
COM2111 : WRITING SKILLS
FINAL EXAMINATION: JANUARY 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)

- (a) List **5 advantages** and **5 disadvantages** of emails in Business Communication
- (b) Write **effective email subject lines** for the following situations.
1. Accept an invitation to judge a business competition at a college.
 2. Encourage employees to participate in a program that contributes money-saving ideas.
 3. Direct the public relations manager to handle announcements regarding plant closure.
 4. Explain that customary employee bonuses will not be paid due to a decline in sales.
 5. Send a follow-up message with an attached résumé to a recruiter of a career fair you spoke with on your campus.
- c) **Analyze** the following email and identify 5 errors either from the content or from the format.

To: haleyland@customer.com
Cc: jasoncarson@corporate.com, annabryant@corporate.com,
ellenson@corporate.com
From: sarahhoward-berry@customer.com
Subject: Goal Finally Achieved

Dear Haley

As you know, we hire an independent customer quality assurance firm to listen to the phone recordings of our customer service representatives. Over the past year that firm has reported that the quality and efficiency of our representatives has failed to improve. However, last month the firm finally reported that your sales representatives achieved our established goals!! We commend you on this achievement. Thank you! for ensuring that "the customer is king" is not just an empty advertising slogan!

p/s: please drop by my office to further discuss about your annual salary increment.

Sarah

Question 2

(25 Marks)

Cynthia Wong visited the newest water park located in Ipoh recently called the Water Temperature Centre, with her two children, Aaron, 6 years-old and Esther, 4 years-old and her husband. During her visit to the Water Temperature Centre, she was unhappy due to the lack of certain services that prevented her family from enjoying all forms of entertainment advertised.

Some of the issues that were of concern are as follows:-

1. The Fun Bridge that was aggressively advertised in the local media was closed for maintenance during the visit.
2. The Sand pit area close to the Surf Beach was not only dirty but did not have much sand; it was littered and unhygienic for small children.
3. The Wave café was barely stocked up and they most of the advertised items on their menu was not available.

Write a **letter of complaint** to the Water Temperature Centre.

Question 3

(25 Marks)

You are the Head of Human Resource Department of SAKURA SDN. BHD. Recently you found that most of the employees do not know how to apply for leave via the online system which was created quite some time ago. Instead, they to apply for leave via e-mails. This is rather inconvenient as you have to re-apply leave for each of them.

Write a **memo** to inform the employees about the online system and the procedures involved. **Include any necessary details.**

Question 4

(25 Marks)

Write your **Application letter** to ONE of these companies. Include any necessary details about yourself.

<p>Accounts Executive</p> <p>Job Title: Accounts Executive Company: Toyota Tsusho (M) Sdn Bhd</p> <p>JOB REQUIREMENT:</p> <ul style="list-style-type: none"> • Minimum Degree in Accounting/ Banking or its equivalent. • Minimum 1 to 2 years working experience in a related field. • Candidates with experience in audit will be at an advantage. • Good command of Bahasa Malaysia and English, both oral and written. • Proficient in MS Office. • Knowledge in accounting software and SAP system would be an advantage. 	<p>Assistant Manager</p> <p>Job Title: Assistant Manager Company: PACIFIC FINE DINING SDN. BHD</p> <p>JOB REQUIREMENT:</p> <ul style="list-style-type: none"> • Qualification: min. SPM. Professional Certificate, Diploma in Hospitality/Tourism/Hotel Management or equivalent, will be an added advantage. • Fluent in Bahasa Malaysian and English language. • Working experience: min. 3 years of working experience in the related field, preferably Japanese Restaurant.
<p>Human Resource Executive</p> <p>Job Title: Human Resource Executive Company: Eduspec Holdings Berhad</p> <p>RESPONSIBILITIES:</p> <ul style="list-style-type: none"> • Responsible for the recruitment process including advertisements, screen resumes and arranging interviews. • Strength in implementing recruitment strategies/channels to secure the best talent for the company. • Coordinate events/career fairs and prepare presentations at universities/colleges to increase universities/colleges awareness of the Company. • Assist in managing all compensation and benefit matters which include salary benchmarking and salary survey. Assist in Training Needs Analysis and in the formulation of the Annual Training Plan. 	<p>Sales / Senior Sales Associates</p> <p>Job Title: Sales / Senior Sales Associates Company: SCHMIDT Marketing Jewelry (M) Sdn Bhd</p> <p>REQUIREMENTS:</p> <ul style="list-style-type: none"> • Good command of spoken and written English and Bahasa Malaysia. • Spoken or written Chinese will be an added advantage. • Senior position may be offered to candidates with proven track record with more than 3 years of experience in the related field. • Experience in the prestige jewelry segment, with a ready pool of clients.

Question 5

(25 Marks)

You would like to apply for the job as shown below. Write a resume to:

Sales Manager
AIG Shared Services (M) Sdn Bhd
Based: Malaysia (Sarawak) (Miri)

Job Description

- Act as a frontline field manager to identify potential insurance agents. To train, retain and develop these agents for the attainment of higher productivity levels.
- Meet/Exceed production target set by Line of Business by the management.
- Meet and exceed recruitment target set by the management.
- Manage agency renewal business effectively.
- Ensure all training and activities initiated by the Branch Manager are carried out effectively
- Work directly with agents to improve the agency's top and bottom line & ensure customer satisfaction through active involvement in sales.
- Ensure all reports requested by the management are submitted on time.
- Ensure campaign management is carried out effectively
- Ensure all communication & directions regarding the company, profit and service centers are communicated clearly, and effectively within the time frame

Position Requirements

- Tertiary education, with minimum 3 - 5 years of experience in sales management, preferably in the insurance industry.
- Excellent communication & strong interpersonal skills
- Those with experience in training sales teams are encouraged to apply
- Possess own transport; added advantage.



AIG Shared Services (M) Sdn Bhd
Level 14, Menara Worldwide 198, Jalan Bukit Bintang
Bukit Bintang
55100 Federal Territory/Kuala Lumpur
Malaysia
<http://www.aig.com/>

Question 6

Yesterday, you came across this advertisement in a local newspaper. You are interested and would like to order T-shirts for the college choir members.

Write your enquiries to MyBulkPrint.com

T-SHIRT PRINTING



- Need to customize your Class Tee / Graduation Tee?
- Looking for class tee? Design your class tee online at MyBulkPrint.com.
- Personalize your T-shirt; make it unique for your team, event, group or school.
- Our innovative printing methods and guarantee of quality is our commitment in producing the best.
- Custom made t-shirts and uniforms create an aura of excitement for your fellow students.
- Our friendly and helpful t-shirt ambassadors will provide assistance in creative designs to suit your needs/requirements.
- Contact us for quotations today.

Printing Method :-

Heat Transfer	Silkscreen	Embroidery
Full color prints	Less color/within 3 colors	Printing less than 4 colors
Print gradient/true tone	Solid color	printing
Printing with or without borders	Printing without borders	Solid colors
		Printing without borders

MyBulkPrint.com
 No. 30, First Floor,
 Jalan Tiara 4,
 Bandar Baru Klang,
 41150 Klang, Selangor

-THE END-

Comm2111(F)/August1 2015/NurDiyana