



FINAL
Examination Paper

(COVER PAGE)

Session : January 2016

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

Course : COM2111: Writing Skills

Date of Examination : March 11, 2016 (Friday)

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. Jayakumari, Ms. Charlote Nalina Jothy, Ms. Evany Kwan
Lee Yee, Ms. Ting Zhao Ying, Mr. Aaron Donchin

Moderator : Ms. Iris Madona D’Cruz

This paper consists of 5 printed pages, including the cover page

DIPLOMA IN BUSINESS (DIB)
DIPLOMA IN INFORMATION AND COMMUNICATION TECHNOLOGY (DICTN)
COM2111: WRITING SKILLS
FINAL EXAMINATION: JANUARY 2016 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- LETTER WRITING (25 marks)

You have just returned from an IT fair at PISA, Penang on 20 January 2016. There you have visited an exhibit on CCTV products and other security devices. Due to time constraints, you were not able to gather more information on these devices.

Write a letter (120-150 words) enquiring on their CCTV products for your new business premises. Request for a price list, a detailed catalogue as well as other relevant information. The letter should be in block method using open punctuation style.

Address your letter to:

Peter Chu
Look Out Security
Queensbay Mall,
Persiaran Bayan Indah,
11900 Bayan Lepas, Pulau Pinang

Question 2- MEMO (25 marks)

Situation

You are the Assistant Manager of a local leisure centre. A Welcome Day has been planned to attract new people of all ages to the centre. During the day, there will be a tour of the centre and its facilities, and an opportunity to take part in a number of activities.

Task

Write a memo of between 120 and 150 words to all staff members. Remind them of the purpose of the day, the timing and activities. Offer some suggestions to make sure that they create a good impression on visitors, both young and old, in order to ensure that the day is successful.

Question 3- LETTER (25 marks)

Mrs Sunshine is a loyal customer of "This and That" boutique. She is a very satisfied customer especially with the services and items sold since its opening six years ago. However, last week, she had an unpleasant encounter with one of the sales staff. When she requested for some help from the sales assistant, she was rudely ignored as the sales assistant was too busy chatting away on her hand-phone.

Mrs Sunshine, then managed to get the attention of a junior sales assistant who was unsure of the items on offer on that day and so was unable to offer any form of service or assistance.

Mrs Sunshine, being very disappointed, has written a letter of complaint to the boutique manager, Mr. Jackson Lim.

Assuming that you are Mr. Peter Gabriel, the Customer Relations Officer, write a suitable reply on behalf of your boutique. Describe in detail the steps taken to improve the quality of customer care and service in order to provide the best services.

You are encouraged to invent details and your letter should be about 120-150 words in length. The letter should be written in block method using open punctuation style.

Question 4- E-MAIL (25 marks)

You are the Human Resource Manager of Western Tech Company. Recently, there has been changes in the management system of your company. The CEO introduced changes in the operational system pertaining to the working hours, dress code, increase in administrative workload, remuneration package, annual leave and medical benefits. These changes were put in place to improve the company's performance and to achieve the set target of the year, the aim is to turn the company into one of the most efficient and outstanding companies in Asia. The changes will be implemented as of next month .

Task

Write an e-mail to all the employees informing them of the changes in the operations of the company as decided by the CEO. Your e-mail should be around 120-150 words.

Question 5- COVER LETTER (25 marks)

You came across the following advertisement in The Star newspaper dated 20 February 2016. Write a **cover letter (ONLY)** for your CV expressing your interest to apply for the position below.

You are to write the letter in block method using the open punctuation style.

ALUMAC INDUSTRIES SDN. BHD.

Since its establishment in October 1994, Alumac has set its sight in becoming one of the major Aluminium Extrusions Supplier in the industry, and aims to be known for its Quality Products & services at a reasonable price.

Marketing Executive

Responsibilities

- Work closely with the Marketing Manager to ensure the execution of marketing strategies meet business objectives.
- Understand clients needs, and identify and promote business opportunities.
- Process good planning skills, be able to work independently & execute marketing strategies to achieve sales target and possess a desire to grow with the company by introducing innovative marketing plans.
- Obtain & update market surveys / research activities & provide feedback on market development trends as well as gather information related to competitors' business activities.
- Prepare monthly marketing reports.
- Attend product training.
- Accept assignments related to marketing activities.

Requirements

- Minimum Diploma or Degree in Business Administration, Marketing or equivalent.
- Fresh graduates are encouraged to apply.
- Good command of spoken and written English.
- Aggressive, positive, pleasant personality and able to work independently.
- Familiar with Microsoft Office applications.
- Sociable, confident, performance driven and result-oriented.
- Able to work independently with minimum supervision and meet deadlines.

Interested candidates please send your resume/CV to the following correspondence:

The Human Resource Department
ALUMAC Industries Sdn. Bhd.
Lot 8463, Kampung Jaya Industrial Area,
47000 Sungai Buloh
Selangor Darul Ehsan.

Question 6- NOTICE AND AGENDA (25 marks)

Study the agenda written as a result of the following scenario. **Rewrite** the agenda correctly.

As secretary of the Students' Union Group, you have been asked by the Chairperson to prepare the agenda for the next meeting. In conversation with the Chairperson, she said,

'The meeting is next Friday – usual time and place. This time we need to have a discussion on lunch-time queues in the canteen – they're becoming very frustrating. There's also the matter of student lockers to be resolved. The provision is quite inadequate, so we need some more urgently. John should be able to give us his report on the recent disco held for charity. Wasn't it a great night? The Students' Common Room is desperately in need of decorating so we must discuss what should be done and nominate someone to take charge. Apart from the usual other items, that's about all.'

What's wrong with the Agenda

Students' Action Committee

Meeting to be held Friday 18 March, 11.30 am, Common Room.

1. Apologies
2. Minutes
3. Discussion on lunch-time queues – refectory
4. Student lockers
5. Report on recent disco held for charity
6. Students' Common Room
7. A.O.B.

Secretary

~THE END~

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