

 **INTI** International  
University & Colleges

**FINAL**  
Examination Paper

(COVER PAGE)

Session : AUGUST 2018

Programme : Diploma In Business (DIB)  
Diploma In Information Technology (DITN)

Course : COM2111: Writing Skills

Date of Examination : 7 December 2018, (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) : Dolly Singh and Charlote Nalina Jothy

Moderator : Iris Madona D'Cruz

*This paper consists of 4 printed pages, including the cover page*

DIPLOMA IN BUSINESS PROGRAMME (DIB)  
 DIPLOMA IN INFORMATION AND COMMUNICATION TECHNOLOGY  
 PROGRAMME (DICTN)  
 COM2111: WRITING SKILLS  
 FINAL EXAMINATION: AUGUST 2018 SESSION

**Instruction:** This paper consists of **SIX (6)** questions. You are **ONLY** required to answer **FOUR (4)** questions. All questions carry equal marks.

**Question 1**

You have checked into a five-star Celebrity Hotel after a long busy day. The receptionist at the front desk was not at all helpful. After checking into the room, you were greeted with the stench of cigarette when you had specifically requested for a non-smoking room. As such you were unable to get a good night's sleep.

Write a **LETTER OF COMPLAINT** to the manager on duty concerning the service at the front desk as well as expressing your dissatisfaction about the room

(25 marks)

**Question 2**

Leda is a world-leading toy manufacturer. Mr. Dick, the CEO of the Malaysian business sector noticed that the volume of sales in some stores had decreased compared to the previous years.

Stores	2015	2016
Toys n Us	RM 30 million	RM 25 million
Harley	RM 14 million	RM 10 million
Ibetan	RM 12 million	RM 5 million
Faeon	RM 13 million	RM 7 million

As Head of Sales, you have been asked to write a **REPORT** stating the reasons for this drastic drop in sales.

(25 marks)

**Question 3**

You are the Human Resource Manager of RENNAISANCE HOLDINGS.

Recently, you have been receiving complaints from clients and customers concerning the poor standard of communication skills and a lack of business etiquette among the sales and service staff during business interactions and meetings.

Write a **MEMO/EMAIL** to the sales and service staff informing them about these complaints.

You should include the consequences of poor communication and the specific action/s that will be taken should this attitude towards work and clients/customers continue. You may add any other appropriate information in your memo/email

(25 marks)

**Question 4**

Mr. Isaac is the Managing Director of Hot & Spicy Chicken Delight, a famous fast-food outlet in Kuala Lumpur. Currently, he opened two more outlets in Singapore, resulting in the employment of more workers. To cut cost, Mr. Isaac hired 1200 foreign workers from Indonesia and Myanmar as labour is cheaper. However, shortly after recruitment, he realized that none of his newly-hired workers could speak much English.

As the secretary, you have been asked by Mr. Isaac to identify the best short English Language course available for the foreign workers. He also reminded that the course should be intensive for a period of one month as the new outlets will commence their operation in two months. You have come across an advertisement on English Language courses offered by Lightning English Centre, which is located near the newly-opened outlets.

Write a letter of **ENQUIRY** to the Manager of Lightning English Centre for further information on English Language courses offered by the centre. You are encouraged to include pertinent details in your letter.

(25 marks)

**Question 5**

You have just applied for a scholarship to study at Howard University. Write a letter to one of your lecturers asking for a recommendation letter. Your letter should be about 160-180 words.

(25 marks)

**Question 6**

You came across the following advertisement in The Star newspaper dated 19 November 2018. Write a **cover letter (ONLY)** for your CV expressing your interest to apply for the position advertised.

**ALUMAC INDUSTRIES SDN. BHD.**

Since its establishment in 1975, Alumac has set its sights in becoming one of the major Aluminium Extrusions Suppliers in the industry, and aims to be the best for its Quality Products & Services. The price of services rendered will be competitive.

**Marketing Executive**

Responsibilities

- Work closely with the Marketing Manager and ensure the execution of marketing strategies to meet set business objectives.
- Understand clients' needs, identify and promote business opportunities.
- Possess good planning skills, be able to work independently & execute marketing strategies to achieve set 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 & 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:**

Human Resource Manager  
The Human Resource Department  
ALUMAC Industries Sdn. Bhd.  
Lot 7865, Kampung Baru Industrial Area Lot  
56000 Kuala Lumpur

~ The End ~

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(25 marks)