

INTI INTERNATIONAL COLLEGE PENANG
DIPLOMA IN BUSINESS ADMINISTRATION
ENL 2100: BUSINESS WRITING
RESIT 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)**

You are the Personal Assistant to Mr. Michael Yap, the Principal of INTI International College Penang (IICP).

He says to you, "Please write a memo from me to Mr. Chiam Kok Heng my Human Resource Manager, please? Tell him INTI's Vice President of Corporate HR, Ms. Andrea Chua, will be visiting IICP on Tuesday 3 April 2013. She requests an overall briefing about HR 2012 achievements as well as 2013 GROW initiatives followed by a guided campus tour. Ask him to arrange for her to meet with the Academic Directors, Mr. Goh & Dr. Ooi, so that they can share their academic challenges, insights and initiatives. Tell him to also arrange for a session with our Registrar, Dr. Lee, after lunch. Our Vice Principal, Dr. William Wong, will also be around to share his insights on Holistic Education as well as business direction for adult education."

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

Question 2 **(25 marks)**

You have been working in Kuala Lumpur for the past five years as a Sales Manager. Recently you received an offer from a multi-national company in your hometown, Penang, which is offering you higher salary and benefits. You have been very happy with your present boss and colleagues but the opportunity to be home with your parents is too difficult to resist. Express your appreciation to your boss for his leadership and help in the last five years.

Write a letter of resignation using today's date. You will need to give two (2) months notice.

Recipient: Dr. Jeffrey Lee
Director of Pharmaceutical Sales
Merck & Company, Inc.
Menara Citibank
165 Jalan Ampang
50450 Kuala Lumpur

Question 3**(25 marks)**

You are the Secretary to the Mr. Chin Boh Sim, Managing Director of a Property Developer.

Write an **email** from the Managing Director to All Staff, telling them that from July 2012, working hours will be from 10.00 a.m. to 6.00 p.m., Monday to Friday, instead of 9 a.m. – 5 p.m. The office will also be opened every Saturday from 10.00 am. to 1.00 pm. and all staff will be scheduled to work on alternate Saturdays.

This is because your MD feels that the new working hours is more convenient for potential buyers. If anyone finds the new hours difficult, they are to let the Managing Director know within a week.

Set the e-mail out appropriately, using today's date.

Name of Company: Chin Company Sdn. Bhd.
 MD's email: bohsimchin@chincompany.com
 All staff email: allstaff@chincompany.com
 Secretary's email: lynnyap@chincompany.com

Question 4**(25 marks)**

You are the Food and Beverage Manager of Wessex Hotel Group, Singapore.

Your friend visited England recently and passed you a catalogue on hotel cutlery offered by Ward Cutlery Ltd. You are interested to purchase new cutlery for your chain of hotels in South East Asia.

Write a letter enquiring about the latest catalogue, price list, and also details of any discounts they are able to offer. You would also appreciate details of air freight and duration taken for orders to arrive.

Write a **letter of enquiry** using hotel stationery with letterhead.

Your address:

WESSEX HOTEL GROUP
 #21-10 Raffles Tower
 Wessex Road
 SINGAPORE 0923
 Tel: 602-9229 2424
 Fax: 602-9229 1414
 Email: foodbeverage@wessexgroup.com.sg

Recipient's Address:

Ward Cutlery Ltd
 Richmond Street
 SHEFFIELD
 UNITED KINGDOM
 S20 1BJ

Question 5

(25 marks)

You are the Purchasing Manager of Evangel Book Centre. You wish to place an order with Zondervan Publishers with facilities on credit. As this will be a first order, Zondervan has asked you to supply trade references.

Evangel Book Centre has been a regular customer of Cokesbury Publishers USA for the past 4 years. Write a letter to Ms Linda Smith, Managing Director of Cokesbury, **requesting permission** to submit her company's name as one of your references and her consent to stand as referee.

Ms Linda Smith's address:

Your address:

Cokesbury Publishers USA
201 Eighth Ave, South
Nashville, TN 37203-3919
Tel. (615) 749-6113
Fax: (615) 749-6223

Evangel Book Centre
31 Jalan SS2/64
47300 Petaling Jaya
Selangor, Malaysia
Tel: 03-7875 7775
Fax: 03-7874 5985

Write to Cokesbury Publishers USA using Evangel's stationery with letterhead.

Question 6

(25 marks)



Global Nearway Network Sdn Bhd

We are a well-established online advertising company and is seeking suitable qualified candidates who are self motivated, highly committed and result oriented to fill the following position.

Business Development Executive

Johor, Kedah, Kuala Lumpur, Melaka, Penang, Perak, Perlis, Selangor

Responsibilities:

- Primary responsibility is to sell advertisement space in our online network.
- Responsible for developing new accounts and exploring new areas of opportunities for potential customers.
- Provide excellent after-sales service and build rapport with advertisers
- Communicating with team to fulfill customer's needs
- Collection of payment

Requirements:

- Candidate must possess at least a Professional Certificate, Diploma, Advanced/Higher/Graduate Diploma, Bachelor's Degree, Post Graduate Diploma, Professional Degree, Business Studies/Administration/Management, Commerce, Economics, Marketing or equivalent.
- Required skill(s): MS Excel, MS Office, MS Word.
- Required language(s): Chinese, English
- At least 2 years of working experience in the related field is required for this position.
- Positive approach, pleasant personality.
- Excellent communication, presentation and people skills.
- Must be determined, motivated, and confident in the pursuit of sales
- Possess own transport.

Interested candidates are invited to write in to the Human Resource Manager:

Global Nearway Network Sdn Bhd (1023244-X)

D'Piazza Mall
70-3-80, Jalan Mahsuri,
Bayan Baru,
11900 Pulau Pinang.

Task:

You have recently graduated with a Diploma in Business Administration from INTI International College Penang. You came across the above advertisement in The Star on 3 March 2013.

Write a **letter of application** using today's date. You **do not** have to include a resume or curriculum vitae.

--THE END--

(ENL2100/R/January13/Tina Cheah/09Jan2013)