



## SCHOOL OF LIBERAL ARTS

### FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

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Subject Code & Name : **BLG 3301 Executive Communication At Work**  
 Semester & Year : January – April 2016  
 Lecturer/Examiner : Ms Ong Mei Lin  
 Duration : 3 hours

#### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:

**PART A (30 marks) : 4 structured questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.**

**PART B (70 marks) : 3 questions on writing business documents. Answer ALL questions. Answers are to be written in the Answer Booklet provided.**

2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

**WARNING:** The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

## PART A: STRUCTURED QUESTIONS (30 marks)

**INSTRUCTION(S)** : This section comprises **FOUR (4)** structured questions. You are required to answer **ALL** the questions in the answer booklet provided. The question number **MUST** be stated clearly in the answer booklet.

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- 1) Understanding communication models helps us improve our communication strategies.
  - i. Explain the meaning of the following components of a communication model. Provide a relevant example for each one. (4 marks)
    - a. **Encoding** a message
    - b. **Decoding** a message
  - ii. The transmission of a message can be hindered by **noise** in the communication model. Provide a detailed scenario of how **noise** can disrupt the transmission of a message. (2 marks)
  - iii. **Filter** can also prevent a message from being transmitted effectively. Explain how **language barrier** can become a factor in the transmission of messages. (2 marks)
- 2) Creating a good impression can be achieved even without the person uttering a single word. Non-verbal communication is just as important as verbal communication in sending out favourable impressions.
  - i. Name the **TWO (2) categories** of non-verbal communication. (1 mark)
  - ii. What are some aspects of non-verbal communication that an employee can use to *lead a team effectively*? Provide **THREE (3) aspects** of non-verbal communication and explain each one of them in detail to achieve this. (6 marks)

- 3) When writing business messages, we go through the three steps of planning, writing and completion.
- i. When organising the content of business emails or letters, what model can you follow to produce a structured message? (1 mark)
  - ii. List down the parts of the model in **Question (i)** above. Explain with examples what each part is made up of. (8 marks)
- 4) Analyse the scenario below and answer the questions that follow.

Max is a training manager at Sunshine Technologies. He recently gave a presentation to all the 60 managers in his company on how the new training program can help the managers improve their communication skills when coaching their employees. At the start of the presentation, Max wanted to gain the managers' interest by showing a video clip. Unfortunately, the video clip did not play at the moment Max had planned. The audience thought that the failure of the video to play was funny and started laughing. Everyone could see that Max was not happy about the laughter but Max did not say anything to the audience. He turned his back to the audience and started to fix the problem. This resulted in an awkward silence of 3 minutes before the video clip came on.

Within those 3 minutes, Max's calm emotion has disappeared. He became hassled and started sweating profusely. When Max finally faced the audience, all he wanted to do was to get the presentation over as fast as he could. He kept his eyes on the slides to read through what was written there. At the important parts where he planned to explain further, Max no longer kept his explanations long. He read through the slides as fast as he could because he was tired. All his energy was spent on fixing the video problem at the start of the presentation. All through his presentation, Max stood fixed at one spot with his hands held together at the back. There was no emotion on his face and no variety in his posture and gesture. His voice was monotonous throughout the presentation. When he finished the last slide, he thanked the audience and dismissed them without conducting a question and answer (Q&A) session.

- i. List down **THREE (3) mistakes** that Max made for his presentation and provide an explanation for each of them. (3 marks)
- ii. Give **THREE (3) suggestions** that Max could use to improve his presentation. Explain your answer in detail. (3 marks)

- END OF PART A -

## **PART B: WRITTEN QUESTIONS (70 marks)**

**INSTRUCTION(S)** : Answer **ALL THREE (3)** questions in the answer booklet provided.

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Read the following details on the organisation of a street party.

A **street party** can mean any type of social event taking place on a road. In the UK, these have historically been held to commemorate momentous events, such as the Queen's jubilees, with bunting dressing the **street**, and children playing in the **street**. - Wikipedia

The following are details on a street party held on Hogmanay Street, Edinburgh on 31 December 2015:

### **TICKETS FOR THE EDINBURGH'S HOGMANAY STREET PARTY 2015/16 ARE NOW ON-SALE**

Ticket Prices:

STREET PARTY GENERAL ADMISSION £25.00 (INCL. BOOKING FEES)  
STREET PARTY ARENA, BARS AND ATTRACTIONS OPEN FROM 7PM  
STAGES LIVE 9PM – 1AM

Live bands and DJs fill the Edinburgh streets with music, as the city centre comes alive with festivities and party people from all over the world gather to bring in 2016 in style. One of the world's biggest outdoor parties is framed by the stunning backdrop of Edinburgh Castle making for a truly breath-taking evening. As the clock strikes Midnight, images of the fireworks from Edinburgh Castle are beamed around the world to over 1 billion people alongside images from Sydney, New York, Berlin and London. Highlighted as one of the 'Top 100 things to do before you die' and recently the only festival to appear in the 'Discovery Channel – Top 25 World Travel Experiences', Edinburgh's Hogmanay Street Party is one of the world's greatest New Year celebrations.

Our 4 stages feature the best alternative, traditional and party music with something for everyone and large screens line the street so you won't miss a moment of the fun! This year a brand new stage, extra screens and a larger arena will be added to make it a New Year to remember:

Artists include:

MAXIMO PARK

CRAIG CHARLES FUNK & SOUL CLUB

SLAVES

SHOOGLENIFTY

PEATBOG FAERIES AND MUCH MORE...

Important Info

- This is a very busy, all-standing, outdoor festival event so please dress for the weather
- No entry after 11pm, so please come early!
- No persons under 12 years permitted at the Street Party. Those with children under 12 years looking to join the celebrations should attend the Old Town Ceilidh which is a more accessible event.
- Anyone under 16 years must be accompanied by an adult over 21 years of age.

### Question 1 (25 marks)

#### LETTER WRITING

You are the Events Manager of *Elite Events and PR Company*. Your company has been approached by the City Council of Kuala Lumpur to organise a street party similar to the example given above.

You are now seeking sponsorship from companies and organisations which you think will be suited to participate in the street party.

**Write a letter to solicit for the sponsorship of Coca Cola as the official drinks provider at the event.** You may add any other details of the event to your letter.

Compose your letter in about **200 – 250 words** and include any other necessary details.

## Question 2 (15 marks)

### MEMO WRITING

You are the Events Manager of *Elite Events and PR Company*. You have been assigned as the project leader to organise the *Kuala Lumpur Street Party 2016*, for the City Council of Kuala Lumpur.

You have completed the following actions:

1. held a meeting with the management and all the employees of the department to find out what they want to achieve out of the event
2. contacted the City Council of Kuala Lumpur and the final itinerary of the event has been finalised

Now, write a memo to all the employees in the department to inform them of **all the decisions made and all the preparations** they need to make for the event. All your company's 20 staff will be employed to the event on that day.

Organise your memo in about **200 words** and include any other information which you think is necessary.

## QUESTION 3 (30 marks)

### REPORT WRITING

The *Kuala Lumpur Street Party 2016* has been a great success! However, there was still some room for improvement since the event was held for the first time.

Write a **brief analytical report** of about **250 words** to Mr Joseph Goodwin, the Event Chair from the City Council of Kuala Lumpur. Explain **the strengths and weaknesses of the event** and provide **at least THREE (3) recommendations** on how the organisation of the event can be further improved for the coming year.

**Include details** that you think is necessary.

- END OF EXAM PAPER -