

## SCHOOL OF LIBERAL ARTS

### FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) :

---



---

Subject Code & Name : **DLG3302 Workplace Communication**  
 Semester & Year : January - April 2016  
 Lecturer/Examiner : Mr Tan Seng Aun  
 Duration : 2 Hours

#### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:

- PART A (30 marks)** : Thirty (30) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
- PART B (20 marks)** : Choose TWO (2) out of FOUR (4) short answer questions. Answers are to be written in the Answer Booklet provided.
- PART C (50 marks)** : Answer TWO (2) out of THREE (3) written questions. Question One (1) is compulsory. You can choose either Question 2 or 3. Answers are to be written in the Answer Booklet provided.

2. Candidates are not allowed to bring any unauthorised 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 the 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.

**Total Number of pages = 12 (Including the cover page)**

**PART B : SHORT ANSWER QUESTIONS (20 marks)**

**INSTRUCTION(S)** : Answer **any TWO (2)** questions in the Answer Booklet provided.  
Each question carries **TEN (10)** marks.

---

**Question 1 (10 marks)**

Expressing your thoughts, feelings and opinions clearly and effectively is part of the communication process and such expression is complemented by actively listening and understanding the messages others are trying to get across to you.

- i) List and explain the **FIVE (5)** general steps in the listening process. (5 marks)
- ii) Provide **FIVE (5)** guidelines to effective listening. (5 marks)

**Question 2 (10 marks)**

The job interview is one of the most important elements in the job search process as it is a strategic conversation with a purpose. Your goal is to convince a recruiter that you have the skills, knowledge and experience for the job. Being prepared means you will feel more confident about going into an interview. However, preparing for and attending interviews can be a very daunting task.

- i) Provide **FIVE (5)** guidelines on how you can prepare for an interview. Explain your answers. (5 marks)
- ii) What are the actions that can be taken by a candidate **AFTER** attending the interview? (5 marks)

**Question 3 (10 marks)**

As the globalisation of industries and marketplaces bring managers ever closer to unique cultures around the world, it is more important than ever for managers and small business owners to understand the effects of proper business etiquette.

- i) Explain what business etiquette is. (2 marks)
- ii) Provide and explain **FOUR (4)** aspects of business etiquette in the workplace. (4 marks)
- iii) Provide **FOUR (4)** explanations why they are important in the workplace in terms of client relationship management. (4 marks)

**Question 4 (10 marks)**

Communicative barriers may lead to messages becoming distorted and cause confusion and misunderstanding, and these may occur at any stage in the communication process. Therefore, effective communication involves overcoming these barriers in order to convey a clear and concise message.

Identify **FIVE (5)** communicative barriers that can interfere with the communication process and suggest the ways to overcome these barriers.

**- END OF PART B -**

**PART C : REPORT, MEMORANDUM AND LETTER WRITING (50 marks)**

**INSTRUCTION(S)** : This section consists of **THREE (3)** questions. Question 1 is **COMPULSORY**. You can choose **either Question 2 or 3**. Write your answers in the Answer Booklet provided.

---

**Question 1: Report writing (30 marks)**

*BestFood Sdn. Bhd.* is a local food packaging company and it has recently received a huge order for 10,000 packages of processed prawns for an upcoming festival. However, *BestFood's* Chairman, Mr. Richard Brandon, is extremely worried that the factory would not be able to deliver the packaged prawns within five weeks due to the numerous problems that the company is facing for the past five months. If the problems persist, it could lose the business and cause a great deal of financial losses.

You are the Operations Manager and have been instructed to investigate the matter. After conducting a thorough research, you discovered that numerous problems have contributed to the issue. Write an **INFORMAL ANALYTICAL REPORT** of **NOT LESS** than **300 words** to inform about the findings and to provide suitable recommendations on how to overcome the problems. Include any necessary details.

**Question 2: Memorandum writing (20 marks)**

You are the Library Executive in the university library department. Due to numerous complaints and feedback by staff, you have been asked by your manager, Ms Lucy Leonard, to help write a detailed code of conduct by spelling out the acceptable behaviour and activities when using the library's facilities.

Write a memo of about **200 words** to all students informing them of the needs to adhere strictly to the stated rules and regulations pertaining to the use of the library's facilities. State the actions that you might take on students who do not comply. Include any necessary details.

or

**Question 3: Letter writing (20 marks)**

Dear Sir

I am writing to complain about the late and damaged shipment of contemporary premium American oak furniture which I received only last week from *SuperSpeed* freight forwarding company. I had placed the order more than four months ago and I was informed by your personnel that I will receive the merchandise within three weeks.

Upon unloading and opening the crates of premium American oak furniture, I found to my horror that quite a number of the armchairs, writing desks and recliners are scratched, torn or broken. I can't understand why such a thing can happen when your company has given me the assurance that the merchandise will be handled professionally with extreme care. I have suffered a tremendous loss of income because of the broken items which could not be sold to my potential customers. Besides, I was also treated rudely when I called Ms Margeret and insisted to get a full refund for the merchandise and reimbursement of the delivery charges. She said that the items are no longer under warranty as it is already more than 60 days. I am extremely upset with the service given.

I sincerely hope this matter can be resolved amicably. Hoping to receive a favourable reply from you as soon as possible.

Thank you.

Your faithfully

**Rupert Murdoch**

You are the manager of *OverStock Furniture Company* and have been tasked by your immediate superior to reply to the above letter. Write a letter of about **200 words** to Mr. Rupert Murdoch to resolve the matter based on goodwill. Include any necessary details.

**-END OF EXAM PAPER -**