

## 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 : **DLG3302 Workplace Communication**

Semester & Year : May - August 2016

Lecturer/Examiner : Mr Tan Seng Aun

Duration : 2 Hours

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### 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 = 11 (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.

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**Question 1 (10 marks)**

*“I’ve put half-baked ideas into great presentations and seen them soar, and I’ve put great ideas into poor presentations, and watched them die.”*

- Robert Garda, professor at Duke University’s Fuqua School of Business -

Based on Professor Robert Garda's statement above, provide **FIVE (5)** guidelines that you would adopt to ensure a great oral presentation that soars.

**Question 2 (10 marks)**

In a business organisation, non-verbal communication coexists alongside verbal communication, which can affect people's perceptions and exchanges in subtle but significant ways.

Identify **FIVE (5)** examples of non-verbal communication and explain their functions in communication.

**Question 3 (10 marks)**

In a healthy business environment, communication flows in all directions within the organisation and each of these different directional flows has its functions and advantages.

List and define **ALL** the main patterns/forms of communication that exist in an organisation and state how they each contribute within an organisation.

**Question 4 (10 marks)**

Focusing on your audience’s needs is vital to effective communication so it is important to adapt your message to their needs and expectations. Provide **FIVE (5)** ways on how you can adapt your messages to your intended audience.

**- 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.

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

Mr. Robert Cefiro, the Managing Director of *Universal Electronics*, is very concerned about the numerous internal problems that have been occurring in the organisation for the past six months. As the Operations Manager, you have been tasked to look into the issues urgently because if the problems persist, they could cause a great deal of financial losses to the company.

After conducting a thorough research, you discovered that there are numerous problems in the organisation that are disrupting the smooth operations of the organisation thereby causing significant financial losses. Write a brief **INFORMAL ANALYTICAL REPORT** of about **300 words** to inform Mr. Robert Cefiro about the findings and provide suitable recommendations on how to overcome the problems. Include any necessary details.

**Choose either**

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

The Management of *Zimmex Company* has decided to implement a new insurance programme which all employees need to enroll within the next thirty days. You are the Human Resources Manager of the company and have been tasked to write a memo to inform all the employees of the new benefits of the programme.

Write a memo of about **200 words** to all employees to inform them about the new policy and to explain the reasons for the change, and how the change may benefit them. State clearly the specific actions that the employees will need to take in order to enroll in person, by mail, or online, and include specific information about where and how to enroll such as office locations, addresses, URLs, etc. You also need to remind them of the deadline as well as listing the contact information of benefits specialists, in case employees have questions or concerns.

Finally, emphasise the benefits and positive outcome of the policy change. State the actions that you might take on those who do not comply. Include any other necessary details.

**or**

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

Dear Sir

I am writing to complain about the Blue-Ray player that I purchased from your company, *Pioneer Exceltronics*, six months ago. When I purchased the player, your company claimed that it is guaranteed to be able to deliver years of stunning, life-like and enjoyable movie-viewing experience. However, it has given me months of headaches and unnecessary stress instead.

I can't understand why the Blue-Ray player could not function properly when I tried to use it last week and why such a thing can happened when your company has given me the assurance that the merchandise is the best product that money can buy. I failed to understand why the player could not function properly after only six months of usage.

I have called your After Sales Service Department a number of times and the technical personnel that came only managed to solve the problem temporarily because the problem recurred after a few days. I am terribly disappointed with the frequent breakdowns and the charges imposed for servicing the faulty player. Besides, I was also treated rudely by your personnel when I called and insisted to get a full refund and reimbursement for all the service charges. The staff claimed that the warranty period has already lapsed two weeks ago. I am extremely upset with the poor 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.

Faithfully yours

*James Brown*

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

**- END OF EXAM PAPER -**