



**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID : 

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Student Name : \_\_\_\_\_  
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Subject Code & Name : **BBM1308 Business Communication**  
Semester & Year : May – August 2017  
Lecturer/Examiner : Dr. Mohd Amir Mat Omar  
Duration : 3 Hours

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of (THREE) 3 parts:  
PART A (40 marks) : FOUR (4) short answer questions. Answer all questions in the Answer Booklet(s) provided.  
PART B (30 marks) : Answer Essay question. Answers are to be written in the Answer Booklet provided.  
PART C (30 marks) : Case Study question. 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 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.

**Total Number of pages = 5 (Including the cover page)**

**PART A : SHORT ANSWER QUESTIONS (40 marks)**  
**INSTRUCTION(S) : There are FOUR (4) short answer questions. Answer all questions in the Answer Booklet(s) provided.**

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**Question 1**

- a) Define 'business communication'. (2 marks)
- b) Explain **FOUR (4)** differences between verbal and non-verbal communication. (8 marks)

**Question 2**

Explain **FIVE (5)** reasons why listening skills are important? (10 marks)

**Question 3**

- a) Describe **TWO (2)** ways one can adapt to the audience. (2 marks)
- b) Using examples, explain how one can adapt to audience sensitivities. (8 marks)

**Question 4**

Explain **FIVE (5)** purposes of business letters. (10 marks)

**END OF PART A**

**PART B** : **ESSAY QUESTIONS (30 marks)**  
**INSTRUCTION(S)** : **There is ONE (1) essay question. Answer the questions in the Answer Booklet(s) provided.**

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**Question 1**

Assume the role of a Sales Director at Toys R Us. Your organisation is interested in importing and distributing the Flex-Eboard Rough Stuff Electric Longboard from a company named Slick Revolution. Write an enquiry letter asking them about the availability of the items, bulk pricing and shipping options to your warehouse. Enquire about warranty service process as well. The following information shall provide you with the necessary to write your letter.

(30 marks)

Your information: Sales Director, Toys R Us (Malaysia), 1, Toy City Mall, Toy Road, 60000 Kuala Lumpur.



### **Flexi-Eboard**

The Flex-Eboard is an Electric Longboard with Interchangeable Rough Stuff Wheels and a Fully Flexible Deck for the Smoothest Ride. What sets the Flexi-Eboard apart from the rest are the swappable Chunky Rough Stuff Wheels for easy cruising on poor tarmac, swappable flexible deck for a comfortable ride and new designs and an advanced flexible battery case for an evenly weighted and flexible eboard. The convex design allows for less rolling resistance on flat, with the Rough Stuff Wheel running in the centre 20mm. When you take to rougher stuff the rest of the wheel comes in to play offering superior grip. The smooth responsive deck is the perfect partner to the Rough Stuff wheel. Made from 7 plies of premium Canadian maple fused with a multi layer carbon fibre matrix providing unrivalled ride and control. Toe heel concave to lock your feet for stability while the flexible cambered deck soaks up bumps at any speed.

Address : Slick Revolution Inc., 122 Madison Square Avenue, 11100 San Diego, California.  
Phone : +144 8822 2344  
Email : enquiry@slickrevolution.com

**END OF PART B**

**PART C : CASE STUDY QUESTION (30 marks)**  
**INSTRUCTION(S) : There is ONE (1) case study question. Answer the question in the Answer Booklet(s) provided.**

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### Question 1

Read, analyse and evaluate the given case study below and answer the following questions:

- a) Explain the variables in work team communication. Use the elements of this case study as an example. (20 marks)
- b) Using examples from the case study, explain the internal-operational and external-operational communication that has occurred in Metinex. (4 marks)
- c) Explain the key differences between Vertical and Horizontal communication using examples from the case study. (6 marks)

### **Drilled to Death: Metinex Employee Murdered by Colleague with a Hammer Drill**

CATALUNYA, May 20<sup>th</sup> 2017 – A employee was hammer-drilled in the head in front of co-workers at Metinex Headquarters in Catalunya, Spain earlier today. James Marsden, the victim of the incident, was later rushed to Catalunya District Hospital where he was pronounced dead on arrival. The suspect, Alex Trump, was arrested by the police shortly after. Trump was believed to be more than just a colleague to Marsden, they were best friends. The murder is believed to be caused by a dispute on sales and marketing strategies to be implemented by the organization. The two, from Metinex's international sales and marketing department, were involved in an internal crisis as a result of differing opinions on strategies and measures to improve sales figures.

Metinex, a Spanish manufacturer of home and professional power tools with a worldwide distribution, have been facing various internal problems. Recently, worldwide sales have plummeted due to the lack of demand for their products and increasing competition from Bosch, Skil, Black & Decker and Hitachi. More than 5000 of their workers have been laid off worldwide and four manufacturing plants have been forced to cease operation.

According to a spokesmen of Metinex, David Sanchez, as a result of the incident, the international sales marketing team has unanimously decided to execute Marsden's marketing strategy as a tribute. Metinex CEO, Stan Eminem, announced the decision during an Extraordinary General Meeting at their headquarters today. The campaign is expected to begin this coming August.

**END OF PART C**