

FACULTY OF LIBERAL ARTS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DLG3302 Workplace Communication**
Semester & Year : September - December 2016
Lecturer/Examiner : Ms Ong Mei Lin
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 = 10 (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)

The ability to give effective oral presentations is one of the essential skills in today's career.
What steps should be taken to deliver a successful presentation that is both persuasive and convincing? Provide **FIVE (5)** guidelines and explain each one of them in detail. (10 marks)

Question 2 (10 marks)

Being prepared for a job interview gives a candidate a higher chance of being selected for the job.

- a. Provide **SEVEN (7)** guidelines on how you can prepare for an interview. Explain your answers in detail. (7 marks)
- b. What are the actions to be taken by a candidate after an interview? (3 marks)

Question 3 (10 marks)

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

Question 4 (10 marks)

- a) What are the functions of a formal report? Explain in detail. (3 marks)
- b) List and briefly explain the common types of business reports. (7 marks)

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)

You are the Assistant Manager of Rooms Division with *Viva Riviera Hotel* in Kuala Lumpur. Lately, with the current economic slowdown, there has been a reduction in room occupancy by 20 percent. The management is concerned that this loss in revenue may result in loss of jobs for some of the hotel staff. Before the management takes such drastic measures, your General Manager, Mr Aloysius Phan, has asked you to conduct an investigation on ways to reduce costs in the hotel.

Write a brief **INFORMAL ANALYTICAL REPORT** of about **300 words** to inform Mr Aloysius Phan about the findings and provide suitable recommendations on how to cut down on the hotel costs. Include any necessary details.

Choose either

Question 2: Memorandum writing (20 marks)

You are the Assistant Manager of Rooms Division with *Viva Riviera Hotel* in Kuala Lumpur. Lately, with the current economic slowdown, there has been a reduction in room occupancy by 20 percent. The management is concerned that this loss in revenue may result in loss of jobs for some of the hotel staff. Before the management takes such drastic measures, your General Manager, Mr Aloysius Phan, has asked you to conduct an investigation on ways to reduce costs in the hotel.

You have conducted the investigation and found that there are a few things the hotel can do to cut down on the costs.

Write a memo of **about 200 words** to all Rooms division including housekeeping staff to inform them of the steps to cut hotel expenditures. Explain to them what they should do in their daily operations so that unnecessary wastages can be avoided.

or

Question 3: Letter writing (20 marks)

You are the Rooms Division Assistant Manager of *Viva Riviera Hotel* and have been tasked by your immediate superior to reply to the letter below. Write a letter of about **200 words** to Mr. James Brown to resolve the matter based on goodwill. Include any necessary details.

Dear Manager of *Viva Riviera*

As a regular guest to your hotel for the past five years, I have always enjoyed my stay in Kuala Lumpur with you whenever I travel to this part of the world from Britain. Your hotel has provided the best facilities and comfort at a reasonable price.

However, of late, I find that there have been instances of cutting corners in terms of the facilities provided. For one, the complimentary coffee in the room is no longer the one of the same quality as you have previously provided. It is less aromatic than it used to be. Also, you used to provide two bottles of drinking water per guest but now, it has been reduced to one.

One thing I really cannot accept is that my bedsheets are no longer changed after your daily housekeeping service. You also have not changed my towels in the bathroom. It is only after I have called the reception after two days that I get my clean sheets and towels. Does it mean that now I have to call every day to get clean sheets? This is such a hassle.

It is rather disappointing that your hotel standards have dropped so drastically.

I do hope things do change back to the good standards you had before or this will definitely be my last visit to your hotel.

Regards
James Brown

End of Examination Paper