



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

COURSE NAME : BUSINESS COMMUNICATION
COURSE CODE : ENL 2032
EXAMINATION : OCTOBER 2019
DURATION : 2 HOURS

INSTRUCTION TO CANDIDATES

1. This examination paper consists of **THREE (3)** parts: PART A (20 Marks)
PART B (40 Marks)
PART C (20 Marks)
2. Candidates are not allowed to bring any material to examination room except with the permission from the invigilator.
3. Please check to make sure that this examination pack consist of:
 - i. Question Paper
 - ii. Objective Answer Paper
 - iii. Answer Booklet

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO

This examination paper consists of 12 printed pages including front page



PART A –MULTIPLE CHOICE QUESTIONS

Answer **ALL** questions in Objective Answer Paper.

Section 1

This section consists of **FIFTEEN (15)** questions.

Instruction: Choose the best answer for each question.

- 1 Communication can be defined as process of sending and receiving message.
Below are few types of communication **EXCEPT** :
 - a Vocal
 - b Formal
 - c Verbal
 - d Non-verbal

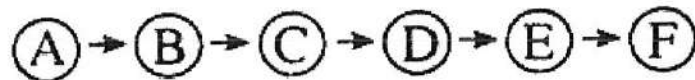
- 2 The use of photograph is _____
 - a To show trend
 - b To compare feature product
 - c To compare quantities at a glance
 - d To help reader recognize something

- 3 What are the characteristics of Effective Business Communication?
 - I Provide practical information
 - II Give facts rather than impressions
 - III Stronger business relationship
 - IV State expectations responsibilities

a I, II and III	c I, III and IV
b I, II and IV	d II, III and IV

- 4 Formal communication used to transmit information inside and outside of the organization. Which of the following is categorized as formal communication?
 - a Gossip
 - b Cluster
 - c Single strand
 - d Upward communication

- 5 Informal also known as grapevines. The picture below describe on informal communication. Which of the following is the correct label of the picture?



- a Gossip
b Clusters
c Probability
d Single strand
- 6 All are correct about principle part of Business Letter **EXCEPT**
- a Reference
b Education
c Salutation
d Enclosure
- 7 Which one is the reason for creating a Business Letter?
- a Decide points of procedure
b Make a record of the proceeding
c Record all the detail of discussion
d Establish relations with organization
- 8 What are characteristics of good business letter?
- I Polite
II Courteous
III Sincere
IV Conversational
- a I and II
b I and III
c II, III and IV
d All of the above

9 Below are forms of job interview **EXCEPT**

- a Facsimile Interview
- b Screening Interview
- c Lunch Interview
- d Open-ended Interview

10 Resume check up as follows, **EXCEPT**

- a Content
- b Grooming
- c Mechanics
- d Organization

11

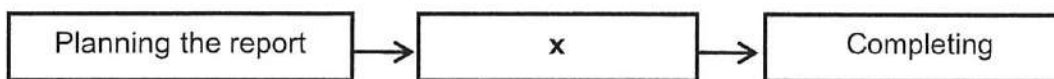


Figure 1

Based on Figure 1, what is x ?

- a Collect data
- b Analyse data
- c Writing report content
- d Edit the report

12 All are correct about characteristics of good report, **EXCEPT**

- a Accurate
- b Complete
- c Clear and logical
- d Provide findings of analysis

13 What are the three important documents in meeting?

- I Notice
 - II Letter
 - III Minutes
 - IV Agenda
- a I , II and III
 - b I , II and IV
 - c I, III and IV
 - d II , III and IV

14 Most preferred  Least preferred



Figure 2

The above diagram describe the approach most employers take to find new employees. What is x represent for?

- a Planning your resume
 - b Choose the career objective
 - c Select resume through advertising
 - d Choose personal information related to the job
- 15 It is written to apply for a specific job opening which has been announced or advertised.
- a Letter of order
 - b Letter of inquiry
 - c Solicited letter of application
 - d Unsolicited letter of application

(15 MARKS)

Section 2

This section consists of **TEN (10)** questions.

Instruction: Read the statements carefully. Write **TRUE (T)**, if the statement is correct and **FALSE (F)**, if it is incorrect.

NO	STATEMENTS
1	Effective communication lower employee turnover and higher return for investor
2.	Channel breakdowns can cause communication barriers.
3.	There are two types of resume.
4.	Job interview is a planned conversation with predetermine purpose that involves asking and answering questions.
5	Walk in interview and phone-in interview are the method of soliciting interviews.
6.	Notice is a list of items to be dealt with at a meeting.
7.	Agenda is an official written record of a meeting.
8.	Complete Block format and Semi Block format are the main formats for Business Letter.
9.	Lunch interview is more casual than in an office.
10.	Letter of order should seek to bring about an improvement in a situation and an assurance that the unsatisfactory situation.

(5 MARKS)

[20 MARKS]

PART B –SHORT STRUCTURED

Answer **ALL** in Answer Booklet.

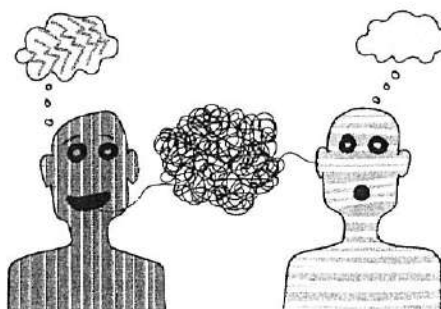
Instruction: Read the questions carefully and answer **ALL** questions given.

1. What is Business Communication?

(5 marks)

2. Business Communication has it's own effective characteristics. List **FIVE (5)** of them.

(5 marks)



3. The biggest communication problem is we do not listen to understand. Identify **FIVE (5)** communication barriers.

(5 marks)

“
YOUR RESUME SAYS **A LOT** ABOUT *you*,
IT **DETERMINES** WHETHER YOU WILL
BE CALLED **IN** FOR AN INTERVIEW OR *not*.”

4. Determine **FIVE (5)** things to avoid in a resume.

(5 marks)

5. After attending a meeting, the secretary will prepare the Minutes of the meeting. Clasify at least **FIVE (5)** items to be included in the Minutes.

(5 marks)

6. A business letter is a tool to communicate with clients. List **FIVE (5)** characteristics of a good business letter.

(5 marks)

7. Visual communication is important in Business Communication. Name **FIVE (5)** types of graph that you are familiar with.

(5 marks)

8. Construct the basic memo writing arrangement with the correct format through date, from, subject, to and heading.

(5 marks)

[40 MARKS]

PART C –LONG STRUCTURED

Answer **ALL** in Answer Booklet.

Section 1

You are working as a secretary for Madam Suraya Ahmad, the Managing Director of Musytari Holdings who intends to call for a meeting to discuss preparations for the upcoming annual dinner. Based on the following conversation, prepare the **Notice of Meeting**.

Madam Suraya	Let's have the organizing committee set on Monday next week. Please issue the notice of meeting and the agenda. Please also inform all heads of department to attend the meeting and get the Bunga Matahari Meeting Room ready for this meeting.
You	Yes, Madam. Your schedule is free at 10 am. Will that be suitable for you?
Madam Suraya	Yes, we would need to determine the committee members to organize the annual dinner and discuss the programme as well as the budget for the overall event.
You	All right, Madam. I will include that into the agenda.
Madam Suraya	Since this is our 30 th year in operation, I would also like to have a special session recognizing our long service employees. Please inform the HR Director to report on the staff list for that. Any other relating to organizing the annual dinner will be discussed during the meeting.
You	Noted Madam. I'll be sure to add that into the agenda as well.

(10 marks)

Section 2

Answer **ALL** questions in Answer Booklet.

Instruction: Read the advertisements below and answer **ALL** questions given.

a)

RASA SAYANG HOTEL

(Selangor- Damansara, Petaling Jaya)

Delivering a Simply Memorable Experience. A world class retreat providing luxury living with exceptional recreational facilities

We are looking for customer-oriented, team players that enjoy working in a fast-paced, full-service resort with passion creativity. If you are interested in being considered for an opportunity with Pavilion Hotel we encourage you apply and discover avenues for growth and promotion that will let you experience of a lifetime.

FRONT OFFICE MANAGER / CHEF DE PARTIE
ASSISTANT PASTRY CHEF / WAITER - WAITRESS

Job Requirement:

- ✓ Diploma in Hotel Management, Hospitality / Culinary or any related discipline / Candidate must possess at least a primary / secondary school/ SPM
- ✓ Minimum 2 years working experience in similar capacity within the hospitality industry
- ✓ Customer responsive and action- oriented with good interpersonal skills
- ✓ Independent, resourceful, highly motivated and result-oriented
- ✓ Those who are currently in assistant levels but possess plenty of related work experience will also be considered
- ✓ Full-time positions available
- ✓ Able to work independently
- ✓ Good command of both written and spoken English and Bahasa Malaysia

b)

JOB VACANCY

HUMAN RESOURCE OFFICER/BANKING OFFICER TECHNICIAN (MECHANICAL/MECHATRONIC)

Qualifications:

- Single/Married
- Female/Male
- Any Diploma's
 - Diploma in Human Resource
 - Diploma in Banking / Islamic Banking
 - Diploma in Mechanical Engineering

Skills Required

- Good oral and written communication
- Good customer relations
- Good file and records management
- Positive working environment
- Passionate and energetic

Interested application may submit the following to Miss Emma at the Human Resources Management Office:

1. Applicant letter addressed to:
River Side Bombshell Holding.
No.83, Level 7,
High Square Tower,
81100 Tampoi, Johor Darul Ta'zim.
2. A resume with 2x2 picture
3. A job application letter

You can also submit via email:

riversidebombshell@gmail.com

For details, please call +603 3393 6868

Based on the advertisements above, choose **ONE (1)** job advertisement which is suitable with your qualification/ field of study. Based on the information given, write a **JOB APPLICATION LETTER** to the company. Make sure to include all the details provided.

(10 marks)

[20 MARKS]

END OF QUESTION PAPER

