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D24  
DPI3  
DSM 3

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**KOLEJ YAYASAN PELAJARAN JOHOR  
FINAL EXAMINATION**

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**COURSE NAME : BUSINESS COMMUNICATION**  
**COURSE CODE : ENL2032/GEL3022**  
**EXAMINATION : NOVEMBER 2016**  
**DURATION : 2 HOURS**

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**INSTRUCTION TO CANDIDATES**

1. This examination paper consists of **TWO (2) PARTS** PART A (50 MARKS)  
: PART B (30 MARKS)
  
2. Candidates are not allowed to bring any material to examination room EXCEPT with the permission of invigilator.
  
3. Please make sure that all material is available during this examination session:
  - i. Question Paper
  - ii. Answer Booklet

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**DO NOT OPEN QUESTION PAPER UNTIL HAVE BEEN TOLD TO DO SO**

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*THIS QUESTION PAPER CONSISTS OF 7 PRINTED PAGES INCLUDING FRONT PAGE*

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SECTION A (50 marks)

PART 1

REWRITE THE CORRECT ORDER FOR THIS LETTER

a) Your Ref : ZZZ/32  
Our Ref : QED/24

b) The Enrolment Officer  
Maktab Adabi  
14 Jalan Maharani  
81200 Muar  
Johor Darul Takzim

c) Yours faithfully

d) Confirmation on College Acceptance.

e) **A.Abab**  
Ahmad Albab  
Sales Executive

f) A207 Lorong Enggak  
Taman Berjaya  
47000 Petaling Jaya  
Selangor Darul Ehsan

g) On 24 July 2016, I sent you my completed enrolment form plus a cheque (BIMB 71211) for RM 700 to cover my registration fees. I regret to inform you that up to now, I have not received any reply from you.

According to your prospectus all classes will start on 15 September 2016 and I need confirmation of my acceptance into your college as soon as possible so that I can arrange to move to Merlimau.

I would be grateful if you could look into this matter and let me have your reply as soon as possible.

h) Dear Sir

i) Enclosure

j) 16 June 2016

(10 marks)

**PART 2****SHORT ANSWERS**

**INSTRUCTION: Answer all questions below. Please use the answer booklet provided.**

1. What is Business Communication? (3 marks)
  
2. The goal of communication is to convey information from one person or group to another person or group. Draw a diagram for the process of communication. (6 marks)
  
3. Name five (5) types of graph that you are familiar with. (5 marks)
  
4. Explain THREE (3) characteristics of a good report. (6 marks)
  
5. List FIVE(5) characteristics of Effective Business Communication/Business Messages. (5 marks)
  
6. Writing process in Report Writing involves THREE (3) steps. Organize them in order. (3 marks)
  
7. Describe TWO(2) benefits/purpose of Visual Aids. (2 marks)

8. Write a complete MEMO with correct format, based on the situation below.

A speaker has been invited to give a talk on dengue fever, its symptoms and methods of prevention. Prepare a memo to be posted on the notice board in each department to encourage all staff members to attend the talk.

(10 marks)

**SECTION B ( 30 marks)****LETTER WRITING****INSTRUCTION: Answer ALL questions.**

1. Based on the advertisement below, choose a job you would probably apply, write an application letter and resume.

**Sales Admin Coordinator (Overseas Training)**

SWANCOR Ind (M) Sdn Bhd

Salary undisclosed

Johor

Permanent

Close on 08 Sep 2016

**Bookmark**

Swancor is a professional manufacturer of specialty chemicals. Our products have been widely used in a variety of industries including petrochemical, power generation, electronics, marine and pulp and...

Vocational Work &amp; Other Services &gt; Others

**Senior Account Executive or Account Executive**

Food Excellence Sdn Bhd

Salary undisclosed

Johor &gt; Tanjung Langsat, Pasir Gudang

Permanent

Close on 05 Sep 2016

**Bookmark**

Food Excellence Specialist Sdn. Bhd. is a manufacturing arm of Food Empire Holdings Limited, dealing with sales of Snack and Non-Dairy Creamer for food industry. Food Empire Holdings Limited is listed...

Vocational Work &amp; Other Services &gt; Others

**Sales Manager**

Globelink Container Line (M) Sdn Bhd - JB Branch

Salary undisclosed

Johor > TAMAN MOLEK JOHOR BAHRU

Permanent

Close on 05 Sep 2016

**Bookmark**

We was established in 1991 covering the major ports in West Malaysia. We are an active international sea forwarder specializing in L.C.L Consolidation offering Export, Import and Transshipment servic...

Vocational Work & Other Services > Others

**END OF QUESTION PAPER**





