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KOLEJ YAYASAN PELAJARAN JOHOR  
FINAL EXAMINATION

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COURSE	:	BUSINESS COMMUNICATION
COURSE CODE	:	ENL 2032
EXAMINATION	:	MAY 2016
TIME	:	2 HOURS

**INSTRUCTIONS TO CANDIDATES:**

1. This examination paper consists of **TWO (2)** sections:  
Section A (50 Marks)  
Section B (30 Marks)
2. Answer **ALL** questions.
3. Candidates are not allowed to bring any material into the examination room **EXCEPT** with permission from the invigilator.
4. Please check to make sure that this examination pack consists of:
  - i. Question Paper
  - ii. Answering Booklet

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

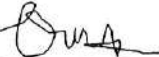
*This examination paper consists of 5 printed pages including front page*

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**SECTION A****QUESTION 1 (10 marks)****REWRITE THE CORRECT ORDER**

**INSTRUCTION: Here are cut-ups of a business letter. Decide the correct order and rewrite the letter correctly by followed the formal letter format.**

- a.   
Diana Parker  
Sales Executive
- b. Thank you.
- c. Thank you for your earlier quotation on 20 January 2016 enclosed with this letter is a money order of two hundred (RM200). In return, please deliver the following items to the address above.
- d. SAMSON ELECTRONIC SDN BHD  
No.38 Jalan Kebangsaan, 81100 Johor Bahru,  
Tel: 07-241 8377 Fax : 07-241 9554  
Website: [www.samsoniteric.com.my](http://www.samsoniteric.com.my)
- e. I am expecting the following items within three days.
- f. Your Sincerely
- g. - 1 unit of microwave oven MOO 324 – RM 120  
- 1 unit of juice mixer order number JMO 123 – RM 80
- h. Ref: FF/01/01/2016  
21 January 2016
- i. Dear Sir,  
PURCHASE ORDER
- j. Mom's Kitchen  
Lot 435, Mount Austin Perdana,  
81100, Johor Bahru, Johor.

(10 marks)

**QUESTION 2 (40 marks)****SHORT ANSWERS**

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

1. The Statistic Department of Malaysia notes the following Child-care arrangements used by working parents in the year 2014:

Item	Percentage
Another's Home	40%
Child's Home	31%
Child Care Center	15%
At Work	9%
Others	5%

You are an enforcement executive in the social welfare department. You would like to **recommend your department to take stringent supervision of people who take in other's children.** Write a MEMO to your manager stating your findings and draw an appropriate visual graphics that will reinforce the message and draw attention.

(10 marks)

2. List FIVE (5) advantages of using visual aids. (5 marks)
3. What is Business Communication? (3 marks)
4. Discuss the differences between formal and informal communication. (4 marks)
5. List and explain FOUR (4) characteristics of a good report. (8 marks)
6. Provide suitable title for the following message; (10 marks)  
Content of message:

a) Subject : \_\_\_\_\_

We are pleased to inform your flight to Langkawi Island as follow:

Depart KLIA : 180 hours, 14 March 2016

Arrive Langkawi : 188 hours, 14 March 2016

Depart Langkawi : 140 hours, 18 March 2016

Arrive KLIA : 160 hours, 18 March 2016

b) Subject : \_\_\_\_\_

I would like to apply for the post of marketing Manager which you advertised in today's issue of the New Straits Times.

As you will notice form me resume, I .....

c) Subject : \_\_\_\_\_

Attached please find a cheque of RM700 being refund of purchase of Louise Voltron sling bag, model 2CB.

We trust the matter is to your satisfaction and invite you to our store in the near future.

d) Subject : \_\_\_\_\_

Alehandro Sdn Bhd

Subject: \_\_\_\_\_

Brand (unit sold)

Year	Iswara	Wira
2013	120	80
2014	100	60
2015	130	100

e) Subject : \_\_\_\_\_

MEMO

TO : 1<sup>st</sup> and 2<sup>nd</sup> floor workers  
 FROM : Manager, Human Resources Department  
 SUBJECT: \_\_\_\_\_  
 DATE : 14 March 2016

This is to inform that technician form The State's Health Department will perform fogging activities in the 1<sup>st</sup> floor and 2<sup>nd</sup> floor of the building from 10.00 am to 11.30 am tomorrow.

All staffs involved are required to leave their respective offices during that periods.

**SECTION B ( 30 marks)****LETTER WRITING****INSTRUCTION: Answer ALL questions. Please use the answer booklet provided.**

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



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****Job description:**

Manage front office duties like guest check-in, check –out, create reservation, render to our guest or in kitchen

Ensuring a high level of customer service to our guest

Maximize yield for room reservations, ensuring up-selling during demand periods and suggested market

Room inventory control, plan and create reports generation as required by management

Monitor budget and revenue with great attention to detail.

**Job Requirement:**

Diploma in Hotel Management, Hospitality / Culinary or any related discipline

Minimum 3 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

Good command of both written and spoken English and Bahasa Malaysia

**Address:**

Human resource Department.  
HD Marketing & Distribution Sdn. Bhd,  
29-7, The Boulevard,  
Mid Valley City,  
Lingkaran Syed Putra,  
59200, Kuala Lumpur.



