



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

COURSE NAME : BUSINESS COMMUNICATION
COURSE CODE : ENL 2032
EXAMINATION : APRIL 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 **14** printed pages including front page*

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PART A –MULTIPLE CHOICE QUESTIONS

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

Section 1 (20 MARKS)

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

Instruction: Choose the best answer for each question.

1. This type of presentation tend to make you speak more quickly than usual.
 - A. electronic
 - B. oral
 - C. written
 - D. expression

2. _____ is an essential function of Business Communication
 - A. Information
 - B. Communication
 - C. Power
 - D. Memorandum

3. " There were no apologies for absence today," This line is always spoken in the meeting by the _____.
 - A. chairman
 - B. secretary
 - C. treasurer
 - D. committee members

4. There are three things to consider in defining your objective.
- I. purpose and listeners
 - II. expectation
 - III. scene/ circumstances
 - IV. language Difference
- A. I and II
 - B. II and IV
 - C. I, II and III
 - D. All of the above
5. All are correct about principle part of Business Letter **EXCEPT**
- A. Reference
 - B. Education
 - C. Salutation
 - D. Enclosure
6. 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
7. The use of photograph is
- A. to show trend
 - B. to compare features of product
 - C. to compare quantities at a glance
 - D. to help reader recognize something

8. What are characteristics of good business letter?
- I. Clear
 - 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. Which is the best explanation for memorandum?
- A. A process of at least two people for any lawful purpose, meetings can vary in size and can have many purposes
 - B. A planned conversation with a predetermine purpose that involves asking and answering question
 - C. A type of written communication which used by managers and organization as an internal channel of communication
 - D. A process of sending and receiving message which in the form of verbal or non-verbal, formal or informal
10. Below are forms of job interview **EXCEPT**
- A. Facsimile Interview
 - B. Screening Interview
 - C. Lunch Interview
 - D. Open-ended Interview

11. Resume check up as follows, **EXCEPT**

- A. Content
- B. Grooming
- C. Mechanics
- D. Organization

12. As committee members, besides requiring to attend all meetings, they also need to

- A. prepare the agenda
- B. decide points of order
- C. actively participate in the meeting
- D. filing all documents related to meeting

13. 'Ensuring of the appointment of the committee is in accordance with the rules.' Here is one of the duties of a

- A. chairman / chairperson
- B. secretary
- C. treasurer
- D. committee members

14. What are strategies for communicating effectively?

- I. Adopt an audience-centered approach
 - II. Foster an open communication
 - III. Decide the purpose
 - IV. Set the agenda
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- A. I and II
 - B. I and IV
 - C. II and III
 - D. III and IV

15. ' As a communication tool it can be used for inter office, intra office, inter department or inter organization communication" This refers to

- A. Memoranda
- B. Application letter
- C. Resume
- D. Agenda

(15 MARKS)

Section 2 (True / False)

This section consists of **FIVE (5)** questions.

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

NO	STATEMENTS
1	Survey is used to elicit specific information from your respondent
2.	The advantage of handout is allowing audience to read before listening to you
3.	Process of report writing involves three steps, they are; planning the report, presenting the report and completing the report.
4.	Some of the duties of a secretary are, dealing with correspondent, making a record of those attending, preparing agenda and reading the minutes.
5.	You need to prepare a good resume to sell your qualifications in terms of the employer's need

(5 MARKS)

[20 MARKS]

PART B –SHORT STRUCTURED

Answer **ALL** in Answer Booklet. **(40 MARKS)**

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. To conduct a successful job search, you need to understand how employers approach the recruiting process. Draw up the diagram describing the approach most employers take to find new employees.

Most preferred  Least preferred

(5 marks)

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

(5 marks)

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

(5 marks)

6. Resume is a document used by a person to present his/her background and skills. Thus, list **FIVE (5)** things to avoid in a resume.

(5 marks)

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

(5 marks)

8. Apply 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. **(20 MARKS)**

Section 1

Instruction: Here are cut-ups of a letter of complaint. Decide the correct order and rewrite the letter correctly for your files.

- a. We ordered 20 inches fans Model AS-15 but you supplied us 18 inches fans Model AS-3
- b. The Manager
Nur Nilam Sdn. Bhd
34251 Jalan Perkasa,
81100, Tampoi
Johor Darul Ta'zim
- c. This mistake is causing us some inconvenience as we will not be able to fulfill the order of one of our valued customer.

We would be glad if you could take urgent action to send us the replacements and advise us on what we should do with the 20 fans wrongly applied
- d. 24 March 2019
- e. Yours faithfully,

Hael Husairi Bin Tajudin
Manager
- f. However, we regret to inform you that on examining the goods, we found that twenty of the fans delivered were of a different size and model from those we ordered.

g. Dear Sir,

Our Order No.2410

h. Tulip Hyacinth Enterprise.
76, Jalan Angkasaraya,
59100 Kuala Lumpur,
Tel : 03-9345876

i. Your Ref: IHSB /435
Our Ref: SHK /954

j. We thank you for the prompt delivery of the above order which we received today.

[10 MARKS]

Section 2

Answer **ALL** questions in Answer Booklet.

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

PAVILION 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

Address:

Human resource Department.
HD Marketing & Distribution Sdn. Bhd,
29-7, The Boulevard,
Mid Valley City,
Lingkaran Syed Putra,
59200, Kuala Lumpur.
03-632 2458 / 03-632 2495
Email: pavilionhotel@gmail.com

JOB VACANCY

ADMINISTRATIVE ASSISTANT

Qualifications:

- Single/Married
- Female/Male
- Any Bachelor's

(Degree preferably Psychology and Information Technology)

Skills Required

- Good oral and written communication
- Good customer relations
- Good file and records management

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

