



STAMFORD COLLEGE
SCHOOL OF BUSINESS, MARKETING AND ACCOUNTING
DIPLOMA IN BUSINESS ADMINISTRATION
(SEMESTER 2)
DBA 108: BUSINESS COMMUNICATION

Date : 26 April 2007
Time : 2.00pm-4.00pm

Duration:2 hours

Instructions to candidates

This paper consists of FIVE questions. Candidates are required to attempt any FOUR questions.

Please ensure that this examination paper contains FIVE questions on TWO printed pages before you start the examination.

Books, papers and other written materials are not allowed to be brought into the examination hall. A candidate who violates the examination rules of Stamford College or commits a malpractice will be disqualified from the examination.

Write your Examination Index Number on each page of your answer booklet.

Answer FOUR out of FIVE questions.

Question 1

- (a) Define communication and explain the key stages in a communication cycle. (15 marks)
- (b) Discuss FIVE psychological barriers of communication. (10 marks)
- (Total = 25 marks)

Question 2

- (a) Explain FIVE purposes of a meeting by giving appropriate examples. (15 marks)
- (b) List the elements of a Notice and Agenda. (10 marks)
- (Total = 25 marks)

Question 3

- (a) Outline the SEVEN basic elements of a formal report. (15 marks)
- (b) You have been instructed by the Assistant Director of Public Health to make a report on the spreading of dengue mosquitoes in Hulu Langat, Selangor. Prepare a report which includes the reasons of spreading. Your report should include recommendations to fight against dengue. Use the notes below. You can invent additional details of your own.
- i.) Reasons for spreading
- Clogged drains : the water does not flow because of rubbish
 - Attitudes of the residents : do not keep the compound of the house clean
- (10 marks)
- (Total = 25 marks)

Question 4

- (a) You wish to open a new account for your company. Assume you are interested in savings accounts and fixed term accounts. You also need to know the minimum amount that each account requires in order to receive the best interest rate. Write a letter of inquiry to a local bank asking for information on these accounts and interest rates. (10 marks)

- (b) You had ordered a wall cabinet for your office on the 27 March 2007. You only received it two weeks later. This delay was not acknowledged during the delivery time. The delay has caused discomfort for the staff as all the documents had to be placed in another room. Furthermore, the filing of documents could not be carried out properly. You also had called the company several times but the calls were not answered. Write a letter of complaint informing your dissatisfaction about this issue with regards to the treatment received.
Please invent necessary details.

(15 marks)

(Total = 25 marks)

Question 5

- (a) You are the Assistant Manager of Sempurna Holdings situated in Shah Alam. Recently, the residents of Johor have been affected by the flood. These flood victims are in great need of help and donation. Many organizations had decided to donate in order to help these victims. Your staff are aware of this. Therefore, you decided that your staff should also come forward to do their contribution and this will help to ease the burden of the victims. You are instructed to draft a memo to all the staff regarding this issue. The memo should include about the donation campaign that will be carried out soon in your company. Encourage the staff to donate and inform them that the company appreciates their generosity. The donation could be in any form.

(10 marks)

- (b) You work for Puan Karishma, The Manager of the Marketing Department. You had been asked by Puan Karishma to write the minutes of the last monthly meeting. You have taken down the following notes during the meeting:

Farewell party for Mr Jenkinson – Ms Rita and Ms Jenny are in charged. Please pay to the RM 40 to them. The event will be on 5 May 2007.

ICT Training for all staff – compulsory attendance and certificate will be given.

Write the minutes of the meeting using the above information and invent additional details of your own. (15 marks)

(Total = 25 marks)

- END OF PAPER -