



STAMFORD COLLEGE

SCHOOL OF BUSINESS

DIPLOMA IN CORPORATE ADMINISTRATION (SEMESTER 3)

DCA 109: BUSINESS COMMUNICATION

Date : 12 October 2006 (Thursday)

Time : 9.30 am – 11.30 am

Duration: 2 hours

Instructions to Candidates

Question 1 from Section A is compulsory. Answer TWO out of THREE questions from Section B.

Please ensure that this examination paper contains FOUR 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.

SECTION A

Question 1 (Compulsory)

You are the Head of the Committee for the residents of Taman Semabok Jaya. Recently, there are many reported theft and robbery cases in your area. The number of cases is increasing. Below are your notes:

Many foreign workers are staying in the area because of a nearby factory and construction of new buildings

Theft and robbery cases began when foreign workers started staying there

Residents should take turns to make security rounds to monitor the safety of the area

Ask for help from the Semabok Police Station to make a routine patrol in the area

Based on the above notes, prepare a **memorandum report**. You may add any details that you think necessary.

(Total = 20 marks)

SECTION B

Answer TWO out of THREE questions.

Question 2

You work as an Assistant Manager of a large, imported car dealer. Mr John Lee, the state supervisor from your company headquarters, has sent you a letter regarding his last visit. He complains about your staff. Below is the note that you make about his complaints:

- a) Staff are not proud to wear their uniforms, some wear uniform sloppily
- b) Sales staff are not well-groomed
- c) Staff are not helpful to customers
- d) Staff do not possess good communication skills
- e) Insufficient number of employees because some staff who have resigned were not replaced

Write a **memo** to all staff, asking them to improve their performance. Inform them about the letter that you have received from Mr Lee and how you feel about their job performance.

(Total = 15 marks)

Question 3

You work for Pretty Feet Holdings, a company producing ladies shoes. Your office is at No 88, Jalan 5/7A, 56000 Kuala Lumpur. Your company recently produced a new line of ladies shoes called “Super Pumps”. The “Super Pumps” are specially designed shoes for working women of all ages. They are made of expensive, high quality material; which is durable and suitable for Malaysian climate. The limited edition “Super Pumps” come in Berry Black, Witty White, Incredible Ivory and Pretty Pink.

Write a **letter** to all Pretty Feet card members. Describe the new product and inform them of the launching ceremony on 9 September 2006. You may add any necessary details.

(Total = 15 marks)

Question 4

You work for Excellent Training Centre, based at No 23A, 23rd Floor, Wisma Excellent, Jalan Ampang, 58200 Kuala Lumpur. As the Manager, you ordered 1 oval meeting table sized 6 x 4 metres and 20 units of blue office chair from Antico Office Supplies. The table and chairs are for the Conference Room. The furniture were delivered and assembled at your office yesterday. You made an inspection to test the table and chairs. You discovered that the table was not properly fixed. The surface of the table was not smooth and some of the chairs were making noise when they were being used. You telephoned the firm but you were not entertained. The assistant gave a lot of reasons to prevent you from talking to the manager.

Write a **letter** to Antico Office Supplies regarding the above. Inform them that you want a replacement for the tables and chairs immediately. You may add any necessary details.

(Total = 15 marks)

– END OF PAPER –