



# STAMFORD COLLEGE

## SCHOOL OF BUSINESS

### DIPLOMA IN CORPORATE ADMINISTRATION (SEMESTER 6)

#### DCA 214: PERSONALITY DEVELOPMENT

**Date** : 21 May 2008 (Wednesday)

**Time** : 11.15 AM – 1.15 PM

**Duration:** 2 hours

#### **Instructions to Candidates**

The logo for 'stamfordonline' is displayed in a light blue and orange color. Below it, the tagline 'EDUCATION BEYOND BORDERS' is written in a smaller, grey font.

Answer Question 1 from Section A and answer TWO out of FOUR questions from Section B.

Please ensure that this examination paper contains FIVE questions on ONE printed page 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)

Explain FIVE characteristics of ideal information.

(Total = 10 marks)

## SECTION B

Answer TWO out of FOUR questions.

### Question 2

Your organisation is planning to hold a Family Day in the next three months. As the Staff Club President, you are responsible to organise the event. Using appropriate examples, briefly explain steps involved in organising the event.

(Total = 20 marks)

### Question 3

- (a) Explain FOUR faults in listening, with examples. (12 marks)
- (b) Discuss FOUR advantages of good listening. (8 marks)

(Total = 20 marks)

### Question 4

Non-verbal communication can be one method for a speaker to deliver her / his message effectively. Using examples, discuss FIVE considerations when using non-verbal communication.

(Total = 20 marks)

### Question 5

- (a) Explain THREE importance of telephone. (6 marks)
- (b) Discuss SEVEN telephone etiquettes. (14 marks)

(Total = 20 marks)

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