



# STAMFORD COLLEGE

## SCHOOL OF SECRETARIAL AND ADMINISTRATIVE STUDIES DIPLOMA IN EXECUTIVE SECRETARYSHIP

### DES 1201: BUSINESS COMMUNICATION I

**Date : 26 July 2007 (Thursday)**

**Time : 2.00 pm – 4.00 pm**

**Duration: 2 hours**

#### **Instructions to Candidates**

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

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.

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## Section A

### Question 1 (Compulsory)

- a) What are the advantages of written communication in comparison to oral communication? (3 marks)
- b) Discuss the differences between written communication and oral communication. (4 marks)
- c) Compare and contrast downward communication and upward communication. (3 marks)

(Total = 10 marks)

## Section B

Answer only TWO questions out of FOUR in this section

### Question 2

You work for AXXA Insurance plc, a renowned insurance company in the country. The Office Manager, Mr Jeffery Osborne, is concerned about the high usage of printing services in the office. Printing cost has increased substantially over the past few months. He does not want to impose a limit on the number of copies. He wants to inform his employees that they have to economise on the usage of the photocopier. Otherwise, a limit may be imposed.

He wants to remind the staff on the company's policy on cost reduction like using recycled paper for printing. Printing services will only be used for documentation purposes. It would be useful to everyone if they are able to reduce costs. If they do not do so, a limit will be implemented with effect from next month. Access to the printing machines may have to be confined to superiors and administrative clerks with the use of password.

Prepare a memo from Mr Jeffery Osborne to all staff informing them of the above. Write the memo in a tactful way. (Total = 20 marks)

### Question 3

You are the manager of Zhong and Nelle Electrical Products Pte Ltd. Recently, you ordered some electrical products from Sen Heng Electrical Wholesaler Ltd. They delivered the goods to you two weeks late. Upon inspection, you found that some electrical products were faulty.

Below are some of the complaints that you would like to make:

- Ten Philips table fans ( Code : PH 201 ) could not function and the fan blades were chipped off.
- Fifty Toshiba Microwave ovens of a different model ( Code : TS MV 90 ) were wrongly sent to you. You ordered fifty Toshiba Microwave ovens ( Code : TS MV 60)
- The wrong invoice was issued to you. The total purchase of electrical products was RM 10,000 but you were billed RM 12,000.
- The outer casings of ten Samsung 20" Plasma television sets that have some scratch marks on them.
- Some rodents had gnawed the electrical wires of thirty Panasonic Compact Disc Players ( Code : PAN CD 70 ). They cannot be sold to your customers.

You are very unhappy with the quality of electrical goods delivered to you by Sen Heng Electrical Wholesaler Ltd. You decided to call the Store Manager but he was not around. The store assistant was not helpful in answering your queries. He was very rude to you during the conversation.

Prepare a letter of complaint to the Manager of Sen Heng Electrical Wholesaler Ltd.

(Total = 20 marks)

#### **Question 4**

You work for Mr Saravanan, Manager of Saravanan Wedding Services Sdn Bhd. Your company address is 1 Riverside Road, Georgetown, 50850 Penang. He gave you a note today:

Lindsay,

Can you prepare a job vacancy advertisement – we are looking for an Account Executive for the Accounts Department. The candidate should possess a basic degree in Accounting or any relevant accounting qualifications like ACCA, CAT or LCCI. The candidate must have knowledge in accounting spreadsheet. A minimum three years of working experience in the commercial sector will be an advantage. Besides, fluency in English, Mandarin and Bahasa Malaysia is an important asset to the potential employee.

We offer an attractive remuneration package. We also provide good career prospects, medical and dental benefits. The candidate must be devoted and hardworking in his/her work.

Saravanan

Design a suitable advertisement for Mr Saravanan.

(Total = 20 marks)

#### **Question 5**

You work in the Kamtar General Hospital, Perak. There has been an increased in the number of typhoid cases reported in the district of Kamtar. The Head of the General Hospital is very concerned about the typhoid situation in Kamtar. She has asked you to prepare a leaflet to be sent to the public on the steps to curb the spread of typhoid. Here are some notes that she has prepared for you:

Symptoms of typhoid

- Severe headache
- Fever
- Loss of Appetite
- General discomfort, uneasiness, or ill feeling (malaise)

- Rash (rose spots) appearing on the lower chest and abdomen during the second week of the fever
- Abdominal tenderness
- Constipation, followed by diarrhea
- Bloody stools

How to prevent the spread of typhoid:

- Drink boiled water
- Do not expose your food after cooking
- Wash your hands after using the toilet
- Ensure your house compound is clean

Design a suitable leaflet using the relevant details given above.

(Total = 20 marks)

**- END OF PAPER -**