



STAMFORD COLLEGE
SCHOOL OF SECRETARIAL AND ADMINISTRATIVE STUDIES

DIPLOMA IN EXECUTIVE SECRETARYSHIP (DES)
(SEMESTER 4)

DES2101: BUSINESS ENGLISH II

Date : 20 May 2008, Tuesday

Time : 2.00 pm – 4.00 pm

stamfordonline
EDUCATION BEYOND BORDERS

Duration: 2 hours

Instructions to Candidates

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

Please ensure that this examination paper contains FIVE questions on FIVE 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.

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

Section A**Question 1 (Compulsory)**

Fill in the blanks with the correct tenses by using the words in the brackets.

Mexican housing markets boom despite US crisis

MEXICO CITY (AP): In her 1) _____ (bustle) corner real estate brokerage, Ana Laura Pulido 2) _____ (do) her best business in years, enjoying a sort of Mexican immunity from the U.S. housing crash.

"It 3) _____ (be) a time of hope," said Pulido, who 4) _____ (sell) hundreds of homes to middle-income families since 1992. "The buyer today is more aware. People buy with more ease. They can plan long-term."

Long thrashed by swings in the U.S. economy, Mexico now boasts a thriving housing sector whose record growth leads Latin America a sign of 5) _____ (increase) economic stability, and an outlet for investors looking 6) _____ (escape) the U.S. downturn.

Giants including the California Public Employees Retirement System, the largest U.S. public pension fund, are already bankrolling projects in Mexico, where they see "more bang for the buck," said Clark McKinley, spokesman for CalPERS, which 7) _____ (invested) more than US\$300 million (euro204 million) in Mexican real estate funds.

The trend could even slow emigration from Mexico, by 8) _____ (generate) millions in jobs and personal savings as a fresh supply of loans gives many their first chance to own a house.

President Felipe Calderon 9) _____ (set) a national goal of a million new mortgages a year by 2010. On Monday, he 10) _____ (unveil) a set of measures to ensure growth continues, with plans to boost Mexico's small resale market and combat the urban sprawl that has begun to carpet valleys with hundreds of thousands of matchbox rowhomes.

(Total = 10 marks)

Section B

Answer TWO out of FOUR questions.

Question 2

You work for OSK Investment Bank Berhad (Melaka Branch). The Branch Manager, Mr Harisruddin wants to organize a staff development and motivation seminar for all staff in the month of June. The objectives of this one-day seminar are to develop the soft skills of the members of staff and to improve staff productivity. The seminar covers a wide range of topics like personal grooming, communication skills, self-motivation and the power of your mind. The seminar will be conducted by Asia's renowned personal trainer Mr Robert Kanasaki and Malaysia's top personal trainer Puan Seri T.D Ampikaipakan. The seminar will commence at 9 a.m and end at 5.30 p.m. Lunch and tea will be served during the seminar. The cost of this one-day seminar is RM100 and it claimable from the Human Resource Development Fund. Certificates of attendance will be given. Mr Harisruddin hopes that all members of staff will attend this one-day seminar because it will be beneficial for them and it is part of the company's commitment to staff development.

Prepare a standard memo from Mr Harisruddin to all staff informing them of the above.

(Total = 20 marks)

Question 3

Read the given passage and answer the questions that follow in your own words.

No Signing of FTA with US if issues remain: Rafidah

By Brenda Lim

Malaysia will not sign a free trade agreement (FTA) with the US if the conditions are not beneficial or right for the country, Ministry of International Trade and Industry Datuk Seri Rafidah Aziz said.

She said the July 1 2007 deadline to sign an FTA with the US should not be used as an excuse to skim over issues during negotiations. Rafidah said that if need be, Malaysia is prepared to wait for the US Congress to extend the Trade Promotions Authority when it expires in July next year.

Malaysia, on its part, has no time frame to conclude FTA talks. There would be no signing of agreement if outstanding issues remained, she said, giving assurances that Malaysia would maintain its sovereign rights and uphold its interest.

“The Government is aware that it should not make sacrifices just to get the FTA,” she told reporters after opening a community hall in Kampung Padang Changkat in Kuala Kangsar, Perak on Tuesday.

The first round of talks was held in Penang from June 12 to 15. Assistant US Trade Representative Barbara Weisel, who was in Malaysia earlier this month to lead the US negotiating team, had said that the second round of discussions would embark on the issue of market access and include the elimination of tariffs.

Malaysian manufacturers are seeking the removal of tariffs from footwear, textiles, apparel and leather products.

Rafidah said the decision to sign or not to sign the FTA would be based solely on the country’s interests as there was no point agreeing to a deal in which the costs outweighed the benefits.

“If we can’t reach the agreement, then goodbye,” she said.

Malaysia is the US’ tenth largest trading partner. Two-way trade between the two countries stood at US\$ 44 billion (RM 161 billion) last year.

(a) Explain the meaning of the followings words as used in the passage:

- (i) sovereign (2 marks)
- (ii) tariffs (2 marks)
- (iii) negotiations (2 marks)

(b) Why did Malaysia not sign the free trade agreement (FTA) with the USA?

(2 marks)

- (c) What were the issues that would be discussed in the second round of discussion between the Malaysian and American governments?
(3 marks)
- (d) Which industries would see greater liberalisation in terms of trade if Malaysia were to sign with the FTA with the US government?
(3 marks)
- (e) What would the decision on signing the FTA deal with the US government be based on?
(2 marks)
- (f) To what extent, is the signing of the FTA deal with the American government beneficial to the Malaysian government?
(4 marks)
- (Total = 20 marks)

Question 4

You work for the Manager of Aparnaa Finance Company Sdn Bhd, Mrs Aparnaa Kumar . The company is going to launch their SF Mutual Fund operations on 15 June 2008. Mrs Aparnaa wants to invite an approximately 100 guests to the SF Mutual Fund launching ceremony. She is going to provide lunch for her guests. She has asked you to enquire from a caterer who can provide buffet lunch for this event. She wants you to find out for her the following:

- the cost of renting tables and chairs
- the cost of renting two canopies
- the transportation cost
- the menu for buffet lunch (vegetarian or non-vegetarian)

Prepare a letter of enquiry for Mrs Aparnaa Kumar to Zutiwa Catering Service Sdn Bhd, 8 Jalan Merdeka, Taman Melaka Jaya 75000 Melaka.

(Total = 20 marks)

Question 5

You work in Al-Rajhi Bank, Taman Melaka Raya. The bank has been operating in Malacca over the past three months. The Bank Manager, Mrs Samantha Sim, would like to find out the comments of the quality of banking facilities and service provided by the bank staff. You have been assigned by Mrs Sim to conduct a bank customer survey over the past two weeks. Below are some of the feedback that you have gathered from the bank customers:

- the bank tellers are very polite and helpful. The waiting time could have been shorter.
- the number of fast cheque deposit machines and ATM (automated teller machines) should be increased to cater to the rising number of bank customers
- a special service counter for pregnant ladies and senior citizens ought to be set up for their banking transactions
- the online banking is not user-friendly and there are too many complicated features on the bank website
- bank statements are not delivered on time where sometimes they arrive one month later.
- need to have more multilingual members of staff to cater to the diverse bank customers.
- approval for soft loans and housing loans takes more than one month, and high bank fee charges compared to other local banks.

You have been asked by Mrs Sim to give some suggestions on how to improve the bank facilities and services rendered by the bank staff. **Prepare a formal report** to be submitted to Mrs Samantha Sim.

(Total = 20 marks)

- END OF PAPER -