

# **Stamford College**

**School of Secretarial and Administrative Studies**

## **DIPLOMA IN EXECUTIVE SECRETARYSHIP (Semester 4)**

### **DES/2/4/19: BUSINESS COMMUNICATION II**

**Date: 01 March 2007, Thursday**

**Time: 2.00pm – 4.00pm**

**Duration: 2 Hours**

#### **Instruction to Candidates**

Answer ALL tasks

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

### Question 1

You work as a Marketing Executive to Mr. Edward Tan, the Personnel Director of Guess International Pvt. Ltd. Over the past few months, he has noticed an increase in latecomers and tardiness. Procrastination is rampant among staff. He feels that this can affect performance adversely. Immediate action must be taken to help members of staff realize the importance of punctuality and quick action.

Mr. Edward Tan has interviewed a representative group of the various departments. He has also discussed this with Senior Managers. He made the following notes after the discussion and observations.

- Regular latecomers in all departments except Marketing Department.
- Controls such as “clocking on” not effective - staff rejecting controls.
- Monthly reports submitted late with no valid reasons.
- Managers of certain department unable to manage time.
- Staff not co-operating because present promotions not justified. Bonus not received for the past two years.
- Monthly meetings are irregular - staff not consulted, the management rather autocratic.
- Staff had been promised housing loans but procedure to secure such loans seemed tedious.
- Need for greater stress on the importance of punctuality – a series of lectures to be planned by various managers.
- To introduce stricter measures so that instructions are carried out.
- Programmes to encourage greater co-operation between management and staff.
- Perhaps to introduce flexi – hours.

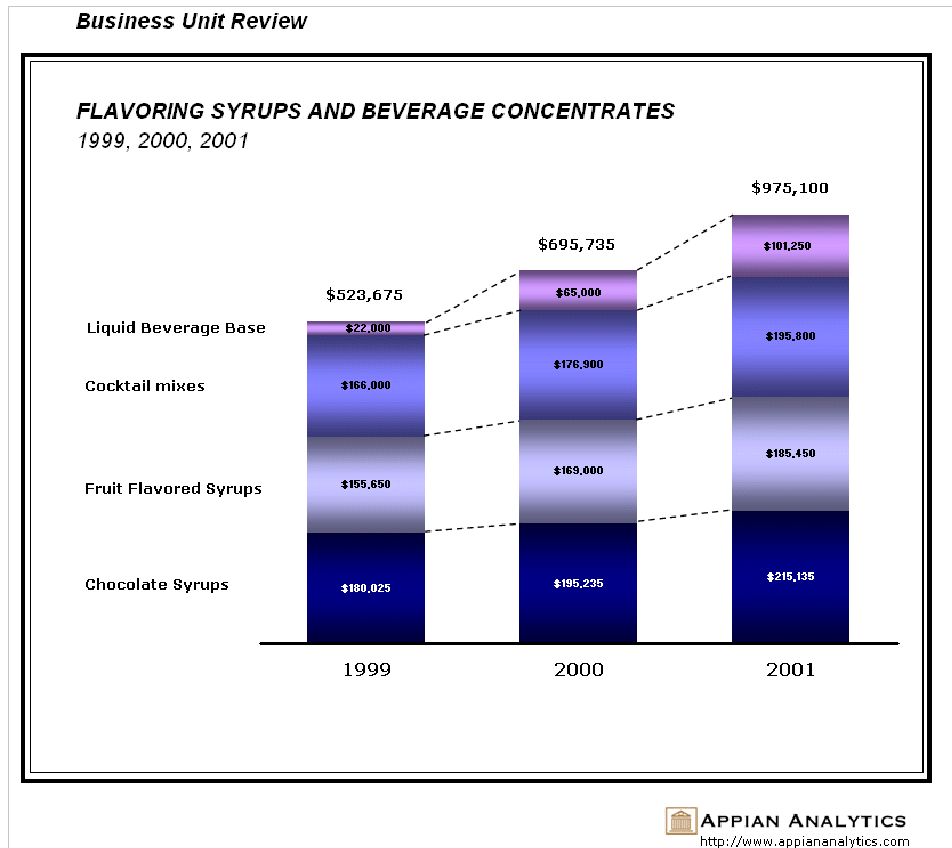
Based on the above notes, prepare a formal report, with recommendations, for Mr. Edward Tan so that he can distribute copies of it to all Directors for a decision to be made at the next Board of Directors Meeting.

(Total: 20 marks)

## Question 2

Look at the chart below from the Business Unit Review on the relationship between flavouring syrups and beverage concentrates. Summarise the findings and come up with suitable conclusions for the findings in the table.

Write your answer in about 150 words.



(Total: 15 marks)

## Question 3

Give the following passage a title and summarize it in about 150 words.

Your voice is your sole means of communicating over the telephone. Even so, watch your body language and facial expression – they affect the way you sound. If you slump, for example, you often will sound tired or breathless. To keep a bright tone in your voice smile when talking on the phone.

Don't answer the phone in a rush. Pause a moment, take a deep breath, and then breathe out slowly as you pick up the receiver. You will sound more relaxed. If you recognize the

other person's voice, use his or her name in your greeting. Use it again during the conversation and when parting.

Don't judge people by what you hear immediately. Tune gradually into the nuances of their voice, their use of language, how rapidly they speak, how often and how long they pause. Some people have a very businesslike manner on the phone, and like to come straight to the point. Others like to exchange pleasantries first. Telephone styles also vary according to the situation according to whether the call is for social or business purposes, for example.

When making a difficult call, work out beforehand exactly what you wish to say. Stand while making the call - it will help you to sound more assertive. Get fairly quickly to the point: "the reason I am calling is...." Try to drop the pitch of your voice at the end of sentences and phrases - it will make you sound more definite.

Even if you are speaking rapidly, take time to pause at regular intervals. If conflict develops, hear the other person out, and then make your own point. If you cannot deal immediately with some point the other person raises, arrange to call back.

Always take care to speak clearly on the phone. If you are having problems in making yourself understood, or feeling tired, articulate with more energy. Imagine that the person at the other end of the line can, in fact, see you and is trying to read your lips. Focus on a point where the other person might be sitting, and talk to him as though he were in the room with you. Use the facial expressions and body language you would use if someone really was there.

It is sometimes difficult to get off the phone. If you know somebody is apt to talk a lot, make it clear at the start of the call that you have only a limited amount of time - that you are very busy.

When leaving a message on someone's answering machine, speak clearly and slowly to allow the person to take down any details as your message plays back. Many people feel uneasy with answering machines. Again, visualize the other person and you will sound more relaxed.

When recording a message for your own answering machine, smile to make your voice sound warm and welcoming. Pace your message well so that it does not sound abrupt or your callers may as abruptly put the receiver down. Tell callers what details to leave - name, message and time.

(Total: 15 marks)

**--- END OF PAPER ---**