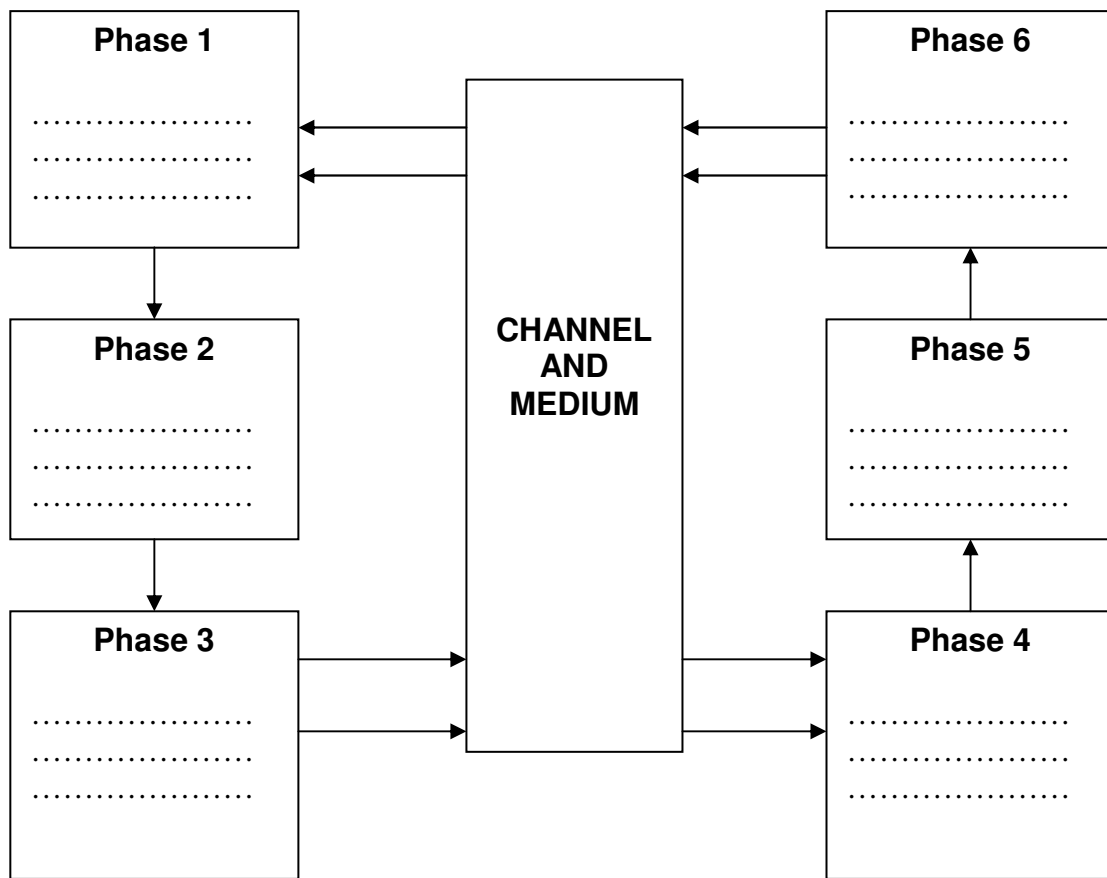


**Question 1**

The communication process is the guide toward realizing effective communication. It consists of six phases linking sender and receiver.

- a. Complete the phases below with the correct communication process.
- b. Explain in detail the third phase of the communication process.



**(6 marks)**

**Phase 3**

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

**(10 marks)**

**Question 2**

The challenges of communicating effectively with people inside and outside the organizations are magnified as more business communicates through the Internet. The most important feature of the Internet is making it easier for people to communicate with one another using computers. When entering the business world, the knowledge of Internet usage is crucial for effective workplace communication.

a. List down 4 Internet applications that are used in business communication.

- i. ....
- ii. ....
- iii. ....
- iv. ....

**(4 marks)**

b. Which is the most popular way of communication on the Internet? Why?

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

**(10 marks)**

**Question 3**

Saying no to an idea from an employee, a proposal from a shareholder, a request from a customer or even a suggestion from your boss can put knots in your stomach and cost you hours of sleep. Saying no successfully depends on how you say it.

a. Write down the three types of bad-news messages.

- i. ....
- ii. ....
- iii. ....

**(3 marks)**

b. What are the five goals that need to be accomplished when developing bad-news messages?

- i. ....
- ii. ....
- iii. ....
- iv. ....
- v. ....

**(10 marks)**

**Question 4**

Knowing the goals of the interview and be prepared to achieve the goals are the secrets to a successful interview.

a. The goals of a job interview are:

- i. ....  
.....  
.....
- ii. ....  
.....  
.....
- iii. ....  
.....  
.....

**(9 marks)**

b. In order to achieve these goals, what are the four main types of preparation that you have to do before going for a job interview?

- i. ....
- ii. ....
- iii. ....
- iv. ....

**(8 marks)**

**Question 5**

You are about to apply for a post as a lecturer at KUSTEM. Prepare a resume which include the sections below.

**Objective**

.....  
.....  
.....  
.....

**Education**

.....  
.....  
.....  
.....  
.....  
.....  
.....

**Work Experience**

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

**Skills**

.....

.....

.....

.....

.....

**Personal Qualities**

.....

.....

.....

.....

**(10 marks)**



**Question 7**

Reply to the job advertisement below, stating your interest in the position. Make sure your application letter is in full format.

## **Maxcel Institute of Management**

4th Floor, NorthWing Menara Shahzan, Jalan Sekilau, 85800 Miri

Advertised: 18-3-06 | Closing Date: 17-8-06.

We are well-established and leading institute providing quality education in hospitality and tourism management studies in Miri, Sarawak. In line with our expansion, we seek and invited suitable and academically qualified candidate to be part of our team as we move forward for the following position.

### **Lecturer**

(Sarawak - Miri)

**Requirements:**

- Candidate must possess at least a Bachelor's Degree, Post Graduate Diploma, Professional Degree or Master's Degree in Business Studies/Administration/Management, Finance/Accountancy/Banking, Food & Beverage Preparation/Services Management, Hospitality/Tourism Management or equivalent.
- Required language(s): Bahasa Malaysia, English
- Applicants must be willing to work in Miri.
- Applicants should be Malaysian citizens or hold relevant residence status.
- Preferably junior executives specializing in Education or equivalent.
- Full-Time positions available.

JobStreet.com





