



**UNIVERSITI MALAYSIA TERENGGANU**

**FINAL EXAMINATION**

**DECEMBER SEMESTER 2007/2008**

<b>COURSE NAME</b>	<b>:</b>	<b>BUSINESS COMMUNICATION</b>
<b>COURSE CODE</b>	<b>:</b>	<b>KMN3301</b>
<b>DATE</b>	<b>:</b>	<b>15/04/2007 (TUESDAY)</b>
<b>VENEU</b>	<b>:</b>	<b>DEWAN SULTAN MIZAN</b>
<b>TIME</b>	<b>:</b>	<b>3.00 – 5.00 PM (2 HOURS)</b>

<b>MATRIC NO.</b>	<b>:</b>	_____
<b>PROGRAMME</b>	<b>:</b>	_____
<b>SEAT NO.</b>	<b>:</b>	_____

**INSTRUCTIONS TO CANDIDATES**

- I. Answer **ALL** questions.
- II. Write **ALL** your answers in the space provided in this booklet.

**DO NOT OPEN THIS QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO**

*THIS QUESTION PAPER CONSIST OF 11 PRINTED PAGES*

**PART A (20 MARKS)**

**Answer all questions in the space provided.**

1. These are terms used in Business Communication, define all the terms in the space provided

i. Noise

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ii. Channel

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iii. Communication process

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iv. Context

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v. Communication barrier

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**(5 Marks)**

2. Explain briefly each phase in a communication process.

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**(6 Marks)**

3. List down 4 types of messages in business communication.

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

**(4 Marks)**

4. List down five factors in preparing a business report.

- iv. ....
- v. ....
- vi. ....
- vii. ....
- viii. ....

**(5 Marks)**

**PART B (20 MARKS)**

**Answer all questions in the space provided.**

**Question 1**

Job interviews, for most of us, are intimidating; no one enjoys being judged. In order to minimize the burden, explain the preparation that you have to do before going for an interview.

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**(10 Marks)**

**Question 2**

Malaysia is fast growing countries, as one of the students who will be graduating from University Malaysia Terengganu, explain why communication is important to you and your future career.

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**(10 Marks)**

**PART C (60 MARKS)**

In this section, you are required to answer all questions in the space provided.

**Question 1**

In the course of everyday business, you will compose a lot of routine messages, whether you are congratulating an employee on a job well done, requesting information from another firm or responding to customers. In order to produce the best messages, explain the three steps in writing routine messages:

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**(10 Marks)**

**Question 2**

You are going to apply for the post of an Executive at Enigma Holding Sdn Bhd.  
Prepare a resume for your application.

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**Question 3**

Write a cover letter or job application letter based on the advertisement below.  
Your letter has to be in full format.

**Wales Group of Companies**

Advertised: 26-2-08 | ReAlerted: 4-3-08 | Closing Date: 3-4-08

We are an established company with interest in property development, investments and management. In line with our expansion, we seek dynamic individuals to share our growth.

## **Sales & Marketing Executive**

(Kuala Lumpur - Bukit Bintang)

**Responsibilities:**

- To plan and implement marketing research, sales and marketing strategies for property development.
- To coordinate property exhibition and promotional activities.
- To apply, keep track and renewal of licenses and permits for property development and promotional materials of all the property development.
- To coordinate, getting quotation, keep track of payment after work done by contractors and suppliers.
- To liaise with bankers, solicitors and relevant authorities.

**Requirements:**

- Degree/Diploma holder in Marketing/Business studies or equivalent.
- Minimum with 2 years experience in sale, preferably in properties.
- Strong analytical skills, a pleasant personality with good communication skills, independent and disciplined.
- Possess own transport.
- Computer literate.
- Good interpersonal skill.

Interested candidates are invited to apply on-line together with a recent passport-sized photograph not later than 15 March 2008.

**Wales Group of Companies**

CP01, Suite 1902-03,  
19th Floor, Central Plaza,  
34 Jln Sultan Ismail,  
Kuala Lumpur 50250  
Telephone: 03-21481555 Fax: 03-21410971



