UNIVERSITI UTARA MALAYSIA  
BBA EXECUTIVE PROGRAMME

FINAL EXAMINATION  
SECOND TRIMESTER 2007/2008 SESSION

CODE/COURSE : BLE1022 COMMUNICATION II  
DATE : 9TH NOVEMBER 2007 (FRIDAY)  
TIME : 9.00 AM- 11.30 AM (2 ½ HOURS)  
VENUE : TABUNG HAJI COMPLEXS (KELANA JAYA)

INSTRUCTIONS:
1. This question booklet consists of FOUR (4) sections in FIFTEEN (15) printed pages excluding the cover page.
2. Answer ALL questions.
3. All answers must be written in the question booklet.
4. Use PEN to write your answers.

FOR OFFICIAL USE ONLY

<table>
<thead>
<tr>
<th>SECTION</th>
<th>MARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>SECTION ONE</td>
<td>/12</td>
</tr>
<tr>
<td>SECTION TWO</td>
<td>/13</td>
</tr>
<tr>
<td>SECTION THREE</td>
<td>/45</td>
</tr>
<tr>
<td>SECTION FOUR</td>
<td>/10</td>
</tr>
<tr>
<td>TOTAL</td>
<td>/ 80</td>
</tr>
</tbody>
</table>

MATRIC NO. : ____________________________

(in words) (in numbers)

IDENTIFICATION NO:

NAME OF INSTRUCTOR :

GROUP : 

DESK NUMBER :

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE INSTRUCTED TO DO SO

CONFIDENTIAL
SECTION ONE (12 MARKS)

You are advised to spend **20 minutes** on this section.

Read the conversation below. Fill in the blanks with *appropriate request expressions* using the words given in parentheses.

**Situation**: The Smiths are at the service counter of a travel agency in Kuala Lumpur.

**Mr. Smith**: Good Morning. My name is Smith and this is my wife, Joan. We are from London.

**Officer**: Hi, Good Morning. My name is Lucy and (1) ______________________

________________________________________________________

(offers to help)

**Mr. Smith**: Yes. Thank you. We will be staying in KL for a week and would like to visit some of the famous places in this beautiful city. First, we would like to visit the National museum and (2) ______________________

________________________________________________________

________________________________________________________

(ask-when-museum-opens)

We would like to visit the place tomorrow morning.

**Officer**: (3) ______________________

________________________________________________________

________________________________________________________

(apologizes. closed for renovations until November 2007)

**Mrs. Smith**: Oh! What a pity (4) ______________________

________________________________________________________

________________________________________________________

(Ask-where- the National Zoo- is)
Officer : (5) Yes, it's open. ____________________________
______________________________

(informs- open - 8.30 -5.00 pm every day)

Mr. Smith : (6) Oh! That's good. We like to visit the National Zoo.
__________________________
______________________________

(request- other interesting places - visit -KL)

Officer : Yes, there are many interesting places to visit in KL.
(7) ____________________________
______________________________

(suggest- visit Handicraft Centre - Genting Highlands)
We can, in fact, arrange your visit to all the interesting places in KL, including a shopping trip at the KLCC. (8)__________________________
______________________________

(requests- arrange -guide -you )

Mrs. Smith : That will be wonderful. By the way, we are both into motorsports and we planned our visit to Malaysia to coincide with the Malaysian Moto GP this Sunday. (9)__________________________
______________________________

(requests- officer- buys- two grandstand tickets)

Officer : (10) ____________________________
______________________________

(apologizes. She -can't because - agency- no arrangement with Sepang Circuit)
Mr. Smith: Never mind. We'll buy the tickets online.

( enquire – officer - arrange transport - Sepang - Sunday)

Officer: Yes. We can do that and also plan your visit around Kuala Lumpur. Could you come back later this afternoon to look at your travel arrangements?

Mr & Mrs Smith: (12)

(thanks the officer)

Judy: Not at all! See you later this afternoon. Bye.

(/12 marks)
SECTION TWO (13 MARKS)

You are advised to spend 20 minutes on this section.

Complete the conversation below by using appropriate phrases or sentences based on the cues given in parentheses.

**Situation**
Mr. Halim is having a class discussion with his students. The topic of discussion is “How to make our roads safer”. He has picked three students to discuss the topic – Ahmad, Henry and Yusof with the teacher acting as Chairman.

Mr. Halim: Good Morning students. The topic of our discussion today is “How to make our roads safer”. As we all know, the number of roads accidents continue to increase even after all efforts taken by the government. So gentlemen, what should we do to make our roads safer? We’ll start with Mr. Ahmad. Mr. Ahmad, what do you think?

Ahmad: (1) __________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

(agree - topic is important.
Suggests - more officers - highways - roads)

(2 marks)

Mr. Halim: What about you Henry? Do you agree or do you have other suggestions?

Henry: (2) ____________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

(agree with the first point.
Suggests – introduce road safety education – schools)

(2 marks)
Mr. Halim: What about our third speaker, Yusof? Do you share Henry's ideas or do you have other suggestions?

Yusof: (3) ____________________________

______________________________

______________________________

(supports Henry's idea.
Suggests - make driving test more difficult)

(2 marks)

Henry: (4) ____________________________

______________________________

______________________________

(agree - make the test more difficult -
Give Opinion - main problem - attitude of drivers - )

(2 marks)

Mr. Halim: (5) ____________________________

______________________________

______________________________

(complements - Henry's point;
Requests- suggestion - punish drivers more severely )

(2 marks)
Yusof: (6) ____________________________________________

______________________________________________

( gives opinion – police – increase – fines – and – suspend driving license )

(2 marks)

Henry: (7) 1) ____________________________________________

______________________________________________

______________________________________________

(agrees- idea)

(1 mark)

Mr. Halim: Thank you to the three panelists. The ideas put forward are very good and I am sure that when you are on the road, you will be good road users. Once again, thank you.

( ________ / 13 marks)
SECTION THREE (45 MARKS)

You are advised to spend about 25 minutes on Parts A, B, and C, 20 minutes on Part D and 15 minutes on Part E.

PART A (7 MARKS)
Read the newspaper article below and answer all the questions.

PETALING JAYA: As the anguish continues for Nurin Jazlin's parents Jazmin Abdul Jalil and Norazian Bistaman, there are at least 16 other parents out there anxiously waiting news of their missing children.

Nurin is among the 17 children under the age of nine-10 boys and seven girls on the police's list of missing persons.

These children seem to have vanished between January and August this year, and have yet to be found. Some left their homes, and like Nurin, never returned. Others were lured away by friends. They are among the 34 reported cases (under nine years old) reported to the police until July. Sixteen of the cases involve boys and 18 others are girls. Police have so far found six boys and 11 girls.

There were other reasons as well, such as the children running away because they were not interested in studying anymore and wanted freedom. "Many also cited being scolded by their parents and they felt their parents did not understand them, or they felt their parents did not care for them," said CID director Commissioner Datuk Christopher Wan Soo Yee.

"But the main reason for the missing children was family dispute. Ten cases involved one parent taking away the child without informing the other after the couple divorced," he said.

Wanita MCA Chief Datuk Ng Yen Yen said society must accept that times have changed. We must re-look the value of trust. Urbanisation and progress bring development but also complicate society. We have all kinds of strangers around us and our children.

"The onus is on us, as parents, not to allow our children go out by themselves, even if it is to the grocery store. It is unfortunate, but we must also teach our children not to help strangers because the young ones are too innocent to differentiate between a ruse and a genuine cry for help." said Dr. Ng.
The Deputy Finance Minister said as harsh as it sounded, parents must also teach their children not to be trusting of strangers, teachers and even relatives.

"It has been proven that children have been terribly hurt by those closest to them. The bad person is not confined to the stranger on the street," said Dr. Ng.

She urged society to be caring enough to look out for all children. "If you happen to come across a child in need, or one looking terrified as she is being held tightly by an adult, do not turn a blind eye, ask the child if he needs your help," said Dr. Ng.

Child psychologist and Suhakam commissioner Dr. Chiam Heng Keng said adults could not expect children to have the ability to fend for themselves, or differentiate a "good" person from a "bad one."

Children below 10 are not mature enough to think rationally. In many advanced countries, the law forbids these children to be left alone at home or venture out on their own," she said.

One of the more common places to see small children wandering alone and crying is the shopping mall. Children regularly get separated from their parents at the shopping malls - and often, it is the case of adults allowing their children to wander off on their own. These "missing" children are easy prey for those with evil intentions.

In the case of Muhammad Nazrin Shamsul Ghazali or Yin, five, the cameras helped in determining that a child had wandered out of the shopping complex. He was seen walking out of the Sogo department store in March and was missing for several days.

In this case, the parents were lucky even though they had to experience anguish and despair as the days went by.

"A lost child will usually run to his or her parents as soon as they're in sight but if we don't see that happening, then we would be extra careful before handing the child over, said a mall official.

"These cases don't happen very often. Maybe only about two to three cases a month. It is more likely to happen during the festive seasons and school holidays," added the official.

Whatever the situation is, the number of missing children is on the rise. Society must show its concern.

Adapted from the Star, September 25, 2007
1. State two reasons why some children run away from home?

(1 mark)

2. According to the article, what should parents do to protect their children?

(1 mark)

3. Why should children be taught not to trust strangers?

(1 mark)

4. Why are there many cases of missing children at the shopping malls?

(1 mark)

5. In the case of Muhammad Nazrin Shamsul Ghazali why were the parents considered lucky?

(1 mark)
6. How does a mall official know whether the missing child belongs to the real parents or not?

7. Provide a suitable title for the article.

PART B (5 MARKS)
Match the words, which are underlined in the text on the left with the corresponding meanings on the right. An example has been done for you.

Eg. Anguish  line 1  ____ x ____  (x) worry

1. vanished   line 6  _______  (a) disagreement
2. dispute    line 16 _______  (b) not allow
3. confined   line 31 _______  (c) disappeared
4. forbids    line 39 _______  (d) victims
5. prey       line 44 _______  (e) limited

PART C (5 MARKS)
The following pronouns have been taken from the passage. Identify what they refer to in the passage.

1. their  line 3 __________________
2. they   line 13 ____________
3. them   line 30 ____________
4. she    line 33 ____________
5. he     line 49 ____________
PART D (20 MARKS)
Read the newspaper article above again. Summarise in about 120 words the reasons for the problem and ways to overcome it. State the number of words at the end of the summary.

Write your summary here.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

(No. of words: ___________________)

(__________/20 Marks)
PART E (8 MARKS)
Read the newspaper article below and answer all the questions.

Kuala Lumpur: A new regulation imposing stricter control on motor vehicles contributing to noise pollution will be gazetted next month. The Environmental Quality (Motor Vehicle Noise), regulations 1987 will help reduce the level of Noise pollution, especially in cities and areas near main roads.

Announcing this today, Science, Technology and Environmental Ministers Dato' Dr. Jamaluddin Jarjis said that the move was necessary as the noise pollution caused motor vehicles such as motor-cycles, buses, lorries, and private cars had reached a serious level. "With the new regulation, the noise pollution can be reduced to a level acceptable to the public," he said.

The Minister said after the regulations had been gazetted, a special day would be chosen when the Ministry, with the cooperation of the police, the Road Transport Department and local authorities, would launch a campaign to educate the public on the new regulations and the need to reduce noise pollution.

"A special instrument, called the noise level meter, for measuring the noise of motor vehicles will be used", said the Minister. The permitted level of noise would depend on the type of vehicle.

After the campaign, anyone caught contravening the new regulation might be subjected to a compound of not more than RM500 or a fine of RM5000 or even face a one-year jail term.

"At the same time, the Environment Department is working on ways to extend the rules governing the control of noise pollution caused by industrial, commercial and construction activities, air transport and the general public," Jamaluddin said.

Earlier the Minister called on the State Governments to conduct environmental improvement surveys.

One such survey was that done in the Klang Valley. Sponsored by the Asian Bank, it was conducted by its consultant, who have suggested ways in which the environment in the area can be improved. They pointed out that there was a need to record all data concerning the environment. "This is important as it will give a clearer picture on the steps which need to be taken after the problems have been identified," the Minister said.

Adapted from: The Star, 19 Sep. 2007
1. According to the report, why was the new regulation necessary?

(2 marks)

2. What are the causes of noise pollution?

(2 marks)

3. Suggests two other ways to control noise pollution?

(4 marks)
SECTION FOUR (10 MARKS)
You are advised to spend about 20 minutes on this section.

Prepare a text for a presentation based on the graph below. Your text must contain a minimum of 5 complete sentences. An example has been done for you.

Good morning to all present,
Today I'm going to describe to you the sales patterns of our cars- Proton Suria
e.g. In 2006, we sold 3300 cars. Let me now describe to you the actual patterns of sales for 2006.

1. (From January- March)

(2 marks)

2. (From March - April)

(2 marks)
3. (From April – June)

(2 marks)

4. (From August – October)

(2 marks)

5. (From October - December)

(2 marks)

( Total : ________ /10 marks)

END OF QUESTION PAPER