UNIVERSITI UTARA MALAYSIA
PENDIDIKAN JARAK JAUH

WRITTEN EXAMINATION
APRIL SEMESTER 2008/2009 SESSION

CODE/COURSE : BLE2093 BUSINESS & PROF. COMMUNICATION
DATE : 18 AUGUST 2008 (MONDAY)
MASA : 9.00 – 11.30 AM (2 1/2 HOUR)
TEMPAT : DTSO

INSTRUCTIONS:
1. This booklet consists of THREE (3) sections in TEN (10) printed pages excluding the cover page.
2. Answer ALL the questions.
3. All answers must be written in the exam booklet.
4. Use a PEN to write your answers.

EXAMINER: ________________________________

FOR OFFICIAL USE ONLY

| Section One | /20 |
| Section Two | /20 |
| Section Three | /30 |
| TOTAL | /70 |

MATRIC NO: ________________________________

(in words) ________________________________

(in numbers) ________________________________

IDENTIFICATION CARD NO: ________________________________

NAME OF INSTRUCTOR: ________________________________

GROUP: ________________________________

DESK NUMBER: ________________________________

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

CONFIDENTIAL
SECTION ONE (20 MARKS)

You should spend only 40 minutes on this section.

Letter of Enquiry

You are the secretary of a leading Information Technology (IT) company. Your company will be moving to a bigger office soon. You need to order office equipment for the new office.

Write a letter of enquiry (full-blocked) in the space provided to a company which deals with office equipment in order to get the relevant information. Your letter should include:

1. brief information about your company,
2. reason for moving to a new office,
3. enquiry about types of office equipment sold by the company (three office equipments that you would like to purchase),
4. request for brochures on types of office equipment,
5. enquiry of two (2) other relevant items.

The inside address is:

KYBB IT Centre Sdn. Bhd.
No 12A-14A Hughes Avenue
Jalan Sultan Mahmud
52010 Kuala Lumpur
SECTION TWO (20 MARKS)
You should spend only 40 minutes on this section.

Letter of Adjustment

You are the manager of a garden center. Your company received a letter of complaint from one of your customers. You are asked to write a letter of adjustment to rectify the matters in the space provided.

Sunshine Botanical Garden
Lot 58 Jalan Kemajuan 3
06010 Sintok Kedah

15 August 2008

The Manager
Living City Florist Sdn. Bhd.
No 17 Jln Selamat 5
05678 Alor Setar Kedah

Dear Sir/Madam

ORDER NO. 123456/G

Thank you for sending us the roses we ordered last month. They arrived yesterday but we are sorry to inform you that they are definitely not the ones we ordered.

We ordered miniature types because there is a great demand for these plants among our clients. However, you have not only sent us the wrong ones but you have also charged us RM 10 each, the rate for 100 instead of RM 8, the rate for 500 or more. As we ordered 750, we are entitled to the cheaper rate.

Furthermore, you have charged us for delivery when we are entitled for free delivery for the amount we ordered.

We have decided to keep the roses as we expect to sell them but we are returning your invoice so you can correct the mistakes.

We are still interested in the miniature rose plants.

Yours faithfully

Latifah Mansoor
Manager of Sunshine Botanical Garden
SECTION THREE (15 MARKS)

You should spend only 60 minutes on this section.

Memo 1

You are the Human Resource manager of Excel Sdn Bhd in Petaling Jaya. Recently, Penang experienced a major flood. Your company wants to help the flood victims.

Write a memo to inform all the staff about the main objective of the charity work and the importance of helping the unfortunate victims.

In your memo, request the following:

1. monetary donations - cheque, bank draft, or postal order
2. donation of essential items
3. volunteers

End the memo appropriately.
Memo 2

You are the General Manager of ZQA Boutique, a famous boutique in Kuala Lumpur. One of your staffs, who has served for 7 years, is leaving the boutique to further her study.

Write a memo to inform all staff about it.

In your memo, include the following:

1. statement of congratulation for the staff,
2. brief information about the staff and her contributions,
3. sincere appreciation for her contributions,
4. your hope and wish for her.

End the memo appropriately.
END OF QUESTION PAPER