UNIVERSITI UTARA MALAYSIA
PENDIDIKAN JARAK JAUH

FINAL EXAMINATION
APRIL SEMESTER 2008/2009 SESSION

CODE/COURSE: BLE 3012 BUSINESS REPORT WRITING
DATE: 20TH AUGUST 2008
TIME: 9.00 TO 11.30 AM
VENUE: UUM CAMPUS

INSTRUCTIONS:
1. This booklet consists of TWO (2) sections in fifteen (16) printed pages excluding the cover page.
2. Answer ALL questions.
3. All answers must be written in the exam booklet.
4. Use a PEN to answer the questions.

Examiner:

MATRIC NO: ____________________________  (in numbers)
IDENTIFICATION CARD NO: ____________  (in numbers)

INSTRUCTOR’S NAME: ____________________________

GROUP:  [ ] DESK NUMBER: ____________

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

CONFIDENTIAL
SECTION 1 [30 MARKS]

PART A (5 MARKS)

Identify the following statements or questions as Informational (I), Analytical (A) or Persuasive (P). Write I, A or P in the spaces provided.

1. A suggestion from car dealers to set up a special agency to import economical cars. ( )

2. The State Governments want to determine the effectiveness of their bus services. ( )

3. What is the present condition of public library facilities in the rural areas of Malaysia? ( )

4. Why we should build a five star hotel in this kampong? ( )

5. A monthly report on the inventories of office supplies in the Road Transport Department. ( )

(__________/ 5 marks)

PART B (5 MARKS)

Indicate whether the following statements are Findings (F), Conclusions (C) or Recommendations. Write F, C or R in the blank spaces provided.

1. It is advisable for Banks to merge during the economic crisis. ( )

2. There are 30 companies in Ipoh selling second-hand cars. ( )

3. Productivity among lecturers has increased because of the college system. ( )

3. Records compiled by the University show that most of the students who majored in architecture received more pay per month more than IT graduates. ( )

4. Malaysia's 34th in housing investment, among the nations in the world, a study confirms. ( )

(__________/ 5 marks)
PART C (10 MARKS)

To gather views on the viability of setting up a second hand bookshop in a college in Kuala Lumpur a questionnaire, to ascertain the views of the students, was administered. One student on going through the questionnaire found some flaws or violations in the questions asked.

The flaws and violation have been identified for you. Using the identifications given, correct the violations by either correcting the questions or the alternatives(choices) given as shown in the example.

Example: How many magazines did Samad read last year?

   a. Less than 6 times
   b. 6 to 9 times
   c. 9 to 14 times
   d. More than 14 times

Violation: Alternatives overlap.

Answer:  c. 10 to 14 times

1. How many pages of a storybook do you read in a week?

   A. Less than 10 pages
   B. 10 to 20
   C. 21 to 30
   D. 30 to 40
   E. More than 40 pages

Violation: Alternatives overlap

__________________________________________

(2 marks)
2. How often do you read magazines and textbooks?

(  ) Sometimes  (  ) Never

Violation: Double barreled

(2 marks)

3. It is unethical to read magazines and books in a bookshop without buying them. Do you often read books, in a bookshop, without buying them?

(  ) Yes  (  ) No

Violation: Leading question

(2 marks)

4. What is your favourite book?

A. Fiction  
B. Horror  
C. Bibliography

Violation: Limited choice

(2 marks)
5. Did you and your brother buy any books this semester?
   
   A. None at all       B. many books

   Violation: Wrong alternatives

   __________________________________________
   __________________________________________

   (2 marks)

   (__________/ 10 marks)
PART D (10 MARKS)

Rewrite the sentences below to make them more concrete or concise as mentioned in the brackets. The words to be changed are underlined. Write your answers in the spaces provided.

Example: A) Radzi was chosen as a facilitator as he has had a lot of experience. (concrete)
B) Corrected version: Radzi was chosen as a facilitator because he has had ten years experience.

Example: A) My father will talk to Mr. Anderson with regards to the policy. (concise)
B) Corrected version: My father will talk to Mr. Anderson about the policy.

1. The next Sales Operation Meeting for the Finance Department will be held soon. (concrete)

2. The hypermarket is offering a huge discount on all grocery items. (concrete)
3. Revione has agreed to allocate a considerable budget for the launch of its new beauty product. (concrete)

(2 marks)

4. She was required against her will to resign from her post. (concise)

(2 marks)

5. In the event that I am late, you may go for the wedding without me. (concise)

(2 marks)

(_______ / 10 marks)

Total score for Section One ______ / 30 marks
SECTION TWO (50 MARKS)

PART A (9 MARKS)

Study the situation below and complete the tasks required.

You are the personnel officer of ANGIN MONSOON SDN BHD.

There is news saying that the Female workers in the company are going to hold a demonstration because they have not been treated fairly. You have been asked to look into this matter and rectify the problem.

Write the purpose statement for each of the following reports:

1. Informational Report.

   The purpose of this report is to ________________________________

   ________________________________________________________________

   (3 marks)


   The purpose of this report is to ________________________________

   ________________________________________________________________

   (3 marks)

3. Persuasive Report

   The purpose of this report is to ________________________________

   ________________________________________________________________

   (3 marks)

   (_______/9 marks)
PART B (18 MARKS)

Study the situation below and complete the tasks required.

The Association of Banks Malaysia (ABM) recently announced that banks would be switching to a five-day work week. Many bank customers are not happy with the move.

A survey was therefore conducted, in a few towns in Malaysia, to obtain the opinions of customers on this matter.

Below are the three major findings of the survey.

A. Operating Hours

a. Some banks operate from 9.00 a.m. to 4.30 p.m., while others operate from 9.00 a.m. to 5.00 p.m.
b. Some banks close on the first and third Saturdays while others are open.
c. Less than 25% of the respondents are aware of the new working hours of the banks.

B. Counter Service

d. Only two or three counters are open to serve the lunch hour crowd.
e. Customers now have to wait between 15 to 20 minutes longer than before.

C. e-Banking

a. 85% of the banks have no notices or posters on e-banking in their premises.
b. 90% of the customers do not know about e-banking.
Task

Based on the information given, write THREE conclusions and THREE suitable recommendations. The recommendations should logically emerge from the conclusions.

1. Operating Hours

CONCLUSION

_______________________________________________________________

_______________________________________________________________

(3marks)

RECOMMENDATION

_______________________________________________________________

_______________________________________________________________

(3marks)

2. Counter service

CONCLUSION

_______________________________________________________________

_______________________________________________________________

(3marks)

RECOMMENDATION

_______________________________________________________________

_______________________________________________________________

(3marks)
3. e-Banking

CONCLUSION

________________________________________________________________________

________________________________________________________________________

(3 marks)

RECOMMENDATION

________________________________________________________________________

________________________________________________________________________

(3 marks)

(_______/18 marks)
PART C (23 MARKS)

Read the following letter and the report and answer the questions that follow.

1st March, 2008

The Manager,
Wyings Consultants,
123, Empire State Building,
New York
USA

Mr. Azman Salleh
The CEO,
Filights Sdn. Bhd
88, Jalan Saman
Kuala Lumpur

Dear Sir,

Ref: Possibility of building an aeroplane company.

On the 1st of April 2003, you asked us specifically to prepare a report on the possibility of building an aeroplane company in Malaysia.

Attached herewith is a summary of the report for your kind perusal.

The actual report will be send to you in shortly.

Thank You.

Yours faithfully,

Tintle Summers
THE REPORT

1.0 Introduction
Air travel is becoming popular in many countries, overtaking traditional means, due to its speed and safety. Currently, there are only two well-known companies, world wide, involved in the building of commercial airlines namely Boeing and Airbus.

2.0 Findings

3.1 Building Strategy
3.1.1 While Airbus parts are built mainly in Europe, Boeing has building plants all over the world with only the technology, design and final assembly still in the U. S.
3.1.2 By having the parts built all over, there develops a sense of ownership and loyalty and in this way new markets are ensured in the countries involved in the production of the parts. Our research shows that Japan, Taiwan and the British, too are using these tactics but for other products.

3.2 Markets
3.2.1 Secondly, Boeing is not only looking at traditional markets like Europe and the Americas for its business. It is also eyeing India, China, Japan and the Middle East.
3.2.2 As emerging markets, people there have to travel. Traditional means of transport like railways have become irrelevant. Travelling by planes is faster and safer.

3.3 Size of planes
3.3.1 Thirdly, smaller planes for point to point contacts seem to be popular. Bigger planes like A380 and 787 cannot go to certain places. They can reach Singapore, Jakarta, Bangkok and perhaps Brunei but what about Penang, Medan and Hadyaai. These places can only be accessed by smaller planes.
3.3.2 This means that for every large plane produced, ten smaller planes are needed. No wonder smaller planes seem to be popular over large planes. They need smaller spaces and airports need not undergo a major transformation. A plane like
A380 and 787 need a seven storey embarking and disembarking facility.

3.4 Working Strategy

3.4.1 Fourthly, the experience with Boeing is that you should not rush through a job, stick to your schedule and maintain a disciplined work manner.

3.4.2 Work closely with your customers and be in constant consultation with them.

3.4.3 Be also in close touch with your suppliers and adhere to the supply chain.

3.0 Methodology

Our company did a study on both Boeing and Airbus. We not only used the internet, journals and magazines but we also carried out a questionnaire survey and interviews involving suppliers of spare parts and purchasers of planes. The interview with James Bell, the CFO of Boeing proved extremely useful.

4.0 Conclusions

We have favoured Boeing in our report as the airline you should emulate and align with. Your country firstly does not need the capabilities of Airbus especially the A380 because the only airport that can handle such a plane is Kuala Lumpur and secondly you have in your mist a factory producing Boeing parts.

The strategies adopted by Boeings seem to be working, as orders for their planes seem to be pouring in. Despite the swing to Airbus in 2006, there were still 2,834 orders for 100 plus-passenger commercial jets, in 2005 there were 2,057. Even in the big plane category, currently Boeing has 1,044 orders vs 790 for Airbus. (Source: Fortune, June 11, 2007.)
1. There is a letter accompanying this report. What do we call this letter? 

2. This report is in the form of a summary? What do we call such a summary in Business Report Writing? 

3. Who solicited this report? 

4. The Consultants used both secondary and primary sources in their study. Give an example of how they used these sources.
   (a) Primary 

   (b) Secondary 

5. What is the aim of this report? 

6. What order has this report used? Please explain 

(1 mark)  

(1 mark)  

(1 mark)  

(2 marks)  

(2 marks)
7. Compare the figures given for small planes in 2005 and 2006, for Boeing. Has there been a (a) rise or fall in the order of this plane and the (b) percentage involved?

(a) ________________________________________________

(b) ________________________________________________

(2 marks)

8. (a) Who has more orders in the big plane category and by (b) how much?

(a) ________________________________________________

(b) ________________________________________________

(2 marks)

9. An example of out sourcing is mentioned in the report.

(a) What is being out sourced?

____________________________________________________

____________________________________________________

( 1 marks)

(b) What advantages are brought in by this policy?

____________________________________________________

____________________________________________________

( 2 marks)
10. What are the **three** advantages of building small planes?

(a) _____________________________________________________________

(b) _____________________________________________________________

(c) _____________________________________________________________

(3 marks)

11. The study involved **four** scopes. What are they?

(a) _____________________________________________________________

(b) _____________________________________________________________

(c) _____________________________________________________________

(d) _____________________________________________________________

(4 marks)

(_____ / 23 marks)

**Total score for Section Two :_______ / 50 marks**

END OF QUESTION PAPER