UNIVERSITI UTARA MALAYSIA

FINAL EXAM PJJ
APRIL SEMESTER, 2009/2010 SESSION

CODE/COURSE : BLE3012 BUSINESS REPORT WRITING
DATE : 3 AUGUST (MONDAY) 2009
TIME : 9.00 – 11.30 a.m. (2 ½ HOURS)
VENUE : DTSO

INSTRUCTIONS:
1. This exam booklet consists of TWO (2) sections in FOURTEEN (14) printed pages excluding the cover page.
2. Answer ALL questions.
3. Write the answers to all questions in this exam booklet.
4. Write in PEN.

Name of Examiner: ____________________________

| MATRIC NO. : ________________________________ | ____________________________ |
| (in words) | (in numbers) |
| IDENTIFICATION NO: ____________________________ |
| NAME OF INSTRUCTOR : ____________________________ |
| GROUP : ______ | DESK NUMBER : ______ |

FOR OFFICIAL USE ONLY

| SECTION ONE | /10 |
| SECTION TWO | /30 |
| TOTAL | /50 |

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE INSTRUCTED TO DO SO
SECTION ONE (30 MARKS)

You are advised to spend about 60 minutes on this section.

PART A (5 MARKS)

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

1. How far has the firm's money-lending project been carried out? ( )
2. What are the factors's involved in closing the factory in Sintok? ( )
3. Malaysian investors should also invest in foreign markets ( )
4. Which type of tyres is suitable for Malaysian roads? ( )
5. The procedure of getting a permit to open a Cineplex in the campus. ( )

( _______/5 marks)

PART B (5 MARKS)

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

1. 60% of the employees have transport problems. ( )
2. The company ought to reward all its regular customers. ( )
3. Workers who are frequently absent from work frequently should be dismissed. ( )
4. One-third of the goods sold in that supermarket are not original. ( )
5. The workers usually come late on rainy days. ( )

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

Each of the following questions contains a violation. Correct the violation by either correcting the question or the alternatives (choices). Write your answer in the space provided. Study the example that has been done for you.

E.g. Are you satisfied with the help provided by the staff at the Self Access Centre (SAC)?

[ ] Strongly agree
[ ] Agree
[ ] Disagree
[ ] Strongly disagree

Violation: Wrong alternatives

Correction: [ ] Yes [ ] No [ ] Not sure

PROMOTING TOURISM IN MALAYSIA

1. How often do you go on holiday in a year?

[ ] 1 – 2 times
[ ] 2 – 4 times
[ ] 5 – 6 times
[ ] More than 6 times

Violation: Alternatives overlap

Correction:

________________________________________________________________________

________________________________________________________________________

(2 marks)
2. What do you do during your holiday?
   
   [ ] swim
   [ ] fish
   [ ] hike
   [ ] climb mountains

   **Violation: Limited choices**

   **Correction:**
   
   _______________________________________________________________________
   _______________________________________________________________________
   _______________________________________________________________________

   (2 marks)

3. Do you agree that scuba-diving can be a dangerous activity, and make you appear brave among friends?
   
   [ ] Yes
   [ ] No

   **Violation: Double-barreled question**

   **Correction:**
   
   _______________________________________________________________________
   _______________________________________________________________________

   (2 marks)
4. Many tour agents have rated Pulau Nyior as the worst tourist destination? Would you go to Pulau Nyior as a tourist?

[ ] Yes
[ ] No

Violation: Leading question
Correction:

(2 marks)

5. Is Malaysia an expensive tourist destination?

[ ] Agree
[ ] Disagree

Violation: Wrong alternatives
Correction:

(2 marks)

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

In the following sentences (A) underline the part that needs to be edited, and (B) rewrite the sentences to make it concise or concrete as required.

Example 1: A) We will deliver the goods in the near future. [concise]  
B) Corrected answer: We will deliver the goods on Monday.

Example 2: A) I shall talk to him with regard to the new policy. [concise]  
B) Corrected answer: I shall talk to him about the new policy.

1. A) At this point in time, we are expanding our business. [concise]  
B) Corrected answer:

   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________
   (2 marks)

2. A) In my opinion, I think that this venture will be successful. [concise]  
B) Corrected answer:

   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________
   (2 marks)

3. A) This university produces many business graduates every year. [concise]  
B) Corrected answer:

   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________
   (2 marks)
4. A) We should be careful with our expenditure in view of the fact that our company is not performing well. (concise)

B) Corrected answer:

_________________________________________________________________________

_________________________________________________________________________

(2 marks)

5. A) We have received your order. We shall dispatch the goods soon. (concrete)

B) Corrected answer:

_________________________________________________________________________

_________________________________________________________________________

(2 marks)

(_______ /10 marks)

Total score for Section One: _______/30 marks
SECTION TWO (55 MARKS)

You are advised to spend about 90 minutes on this section.

PART A (9 MARKS)

Study the situations below and complete the tasks required.

1. Due to concerns over the safety of residents of the Kelawi Road condominium, the Director of Hunza properties has ordered the sunken road to be closed until further notice. As the Secretary of the company, you have been asked to write a report to the Ministry of Works regarding this unfortunate event.

Write a clear purpose statement for an informational report.

The purpose of this report is to ________________________________

______________________________________________________________

(3 marks)

2. The students of a public college in Kedah have been performing very badly over the past two years. As the Examination Secretary of the college, you have been required to write a report after looking into the reasons for their poor performances.

Write a clear purpose statement for an analytical report.

The purpose of this report is to ________________________________

______________________________________________________________

(3 marks)

3. The board of managers of the Overland Tours Sdn. Bhd. has decided to purchase a number of new buses to promote local tourism. As the Purchasing Officer of the company, you are responsible for coming up with the best model (of bus) to purchase.

Write a clear purpose statement for a persuasive report.

The purpose of this report is to ________________________________

______________________________________________________________

(3 marks)

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

Study the extract of an evaluation report below and complete the tasks required.

When Siswa College opened its doors for enrollment, about 1500 students moved into its hostel. Sensing a business opportunity, Encik Johari started a food court about a kilometer away from the college. The food court did a roaring business initially, but after about 20 months, business slumped. Hence, Encik Johari asked a consultant to determine why the business was performing below expectations. The study covered factors such as the distance of the food court from the hostel, the prices of the food sold and also the condition of the furniture in the food court. Below are the findings of the study.

FINDINGS

3.1 Distance of food court from hostel

The study revealed that 85% of the students who were interviewed said that the food court was far from their hostel, and only about 20% of them owned some form of transport.

3.2 Prices of food

It was found that 70% of the respondents felt that the prices of the food sold in the food court were reasonable in the beginning but were gradually increased until they were more expensive than the food sold in the town.

3.3 Condition of furniture

The report showed that 40% tables, 65% chairs and stools, were worn out.
Tasks:

Based on the abstract of the report, write suitable CONCLUSIONS and RECOMMENDATIONS for each scope. The recommendations should logically follow your conclusions.

1. DISTANCE
   CONCLUSION

   (3 marks)

   RECOMMENDATION

   (3 marks)

2. PRICES OF FOOD
   CONCLUSION

   (3 marks)

   RECOMMENDATION

   (3 marks)
3. FURNITURE

CONCLUSION

_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
(3 marks)

RECOMMENDATION

_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
(3 marks)

(___________ / 18 MARKS)
PART C (28 MARKS)

Read the following summary of a report and answer the questions that follow.

Encik Mirza, the Senior Technician of Overland Motors, Jitra was commissioned to write a report on 5 March 2009 by Mr. Daniel Ooi, President of Explorer Club, Sintok, to compare three different models of Sport Utility Vehicles and recommend a suitable model for the use of the club members. The report was to be submitted by 30 March 2009.

Many people today are attracted to utility vehicles for various reasons such as durability and roominess. They are trading in their old cars for sport utilities with the impression that they are buying a safe vehicle. These people want luxury and safety from their sport utilities. The purchase of a sport utility would need to consider the following criteria; overall driving experience, safety and price.

The three models that were tested were all in the range of RM70,000 to RM90,000. The vehicles were equipped with either all-wheel drive or four-wheel drive. All three vehicles were of the highest luxury model available in the market. They were the Maga Jeep, the Veera Sport and the Tigra Hunter.

**Overall driving experience.** The Maga Jeep rides more comfortably than most utility vehicles even with a full load. The ride is overall good. The jeep’s handling is sound. The Veera Sport rides more like a pickup truck than a luxury sport utility. Bumps in the city driving are pronounced. The interior sound is overall quiet and the handling is less than graceful. The Tigra Hunter handles soundly. The body doesn’t lean in turns and when the vehicle turns wide it is easy to recover. Overall the Tigra Hunter and the Maga Jeep performed above average compared to the other vehicle.

**Safety.** Safety equipment on the Maga Jeep includes dual air bags along with four three-point safety belts. Each seat has four head restraints that do not lock in their raised position. The Veera Sport is equipped with dual air bags and four three-point safety belts. The four head restraints are high enough even when lowered and they loc in place. The safety equipment on the Tigra Hunter includes dual air bags and four three-point safety belts. The rear three-point belts on the Hunter have an adjustable latch for child-safety. All compare the same in safety but the Hunter offers the child-safety seat option.

**Price.** The Maga Jeep tested price was RM87,885. The Veera Sport tested price was RM87,554. The Tigra Hunter tested price was RM87,525.
Performance Test

<table>
<thead>
<tr>
<th>Category</th>
<th>Mega Jeep</th>
<th>Veera Sport</th>
<th>Tigra Hunter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performance</td>
<td>2</td>
<td>2</td>
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</tr>
<tr>
<td>Comfort</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Ride</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Noise</td>
<td>3</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Controls and display</td>
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</tr>
<tr>
<td>TOTAL</td>
<td>2.6</td>
<td>2.2</td>
<td>3.0</td>
</tr>
</tbody>
</table>

Note: 1-Poor, 2-Good, 3-Very good, 4-Excellent

Recommendations

Based on the testing results discussed in this report and the ratings from Table 1, the following is recommended:

- Purchase a Tigra Hunter which meets all the minimum safety requirements along with the added child-safety option. The Hunter performs well in the luxury and the performance test and is reasonably priced.

Reference

"Four Foul-Weather Friends." Consumer Reports (June 2008), 52-58.

1. What type of report is this? (1 mark)

2. Is this report solicited or unsolicited? Explain your answer. (2 marks)

3. What does this report aim to do? (2 marks)
4. What order (approach) has been used to present this executive summary? Explain your answer.

______________________________________________________________________________

______________________________________________________________________________

(2 marks)

5. What are the scopes of the report?

______________________________________________________________________________

______________________________________________________________________________

(4 marks)

6. What types of research were used to gather data?

______________________________________________________________________________

______________________________________________________________________________

(2 marks)

7. Give ONE (1) secondary source used in the report.

______________________________________________________________________________

(1 mark)

8. Why are people drawn to utility vehicles?

______________________________________________________________________________

______________________________________________________________________________

(2 marks)

9. Which of the three vehicles performed below average in the "overall driving experience" test?

______________________________________________________________________________

______________________________________________________________________________

(2 marks)
10. What is common among the three vehicles tested?

(2 marks)

11. Write a title page for this report.

(8 marks)

(_________ / 28 marks)

Total score for section Two: __________ / 55 marks

END OF QUESTION PAPER