UNIVERSITI UTARA MALAYSIA
PROGRAM PENGAJIAN LUAR KAMPUS

PEPERIKSAAN BERTULIS
SEMESTER JULAI SESI 2010/2011

KOD/NAMA KURSUS: SBLE2093
BUSINESS & PROFESSIONAL COMMUNICATION

TARIKH: 24 NOV 2010
MASA: 9.00 PAGI – 11.30 TENGAHARI (2 ½ JAM)
TEMPAT: UUM SINTOK

ARAHAN:
1. Kertas peperiksaan ini mengandungi TIGA (3) bahagian di dalam
   SEPULUH (10) halaman bercetak tidak termasuk kulit hadapan.
2. Sila jawab semua soalan di dalam buku soalan.

INSTRUCTION:
1. This examination paper contains THREE (3) sections in TEN (10) printed
   pages excluding the cover page.

* Peraturan berkencan kerugian akademik adalah terpakai dalam peperiksaan ini.

NO. MATRIK: ____________________________ (dengan perkataan)

NO. KAD PENGENALAN: ____________________________ (dengan angka)

NAMA PENSYARAH: ____________________________

KUMPULAN: [ ] NOMBOR MEJA: [ ]

JANGAN BUKA KERTAS SOALAN INI
SEHINGGA DIBERI ARAHAN

SULIT
SECTION ONE (20 MARKS)
You are advised to spend about 40 minutes on this section.

You are the Manager of a Bukit Kachi Supermarket in Sintok. You have read an advertisement in your local newspaper, The Moon dated on Saturday 10th July 2010 about computers. You are now interested in purchasing 10 computers and 10 cash registers that were advertised in the newspaper for your business.

Write a letter of enquiry (fully-blocked) requesting for further information about the computers advertised in the newspaper. The letter should contain the following:

1. Costs
2. Enquiry about any discounts offered by the company (including "in bulk buying")
3. Method of payments and delivery
4. Enquiry about after sales services
5. Enquiry of TWO (2) other relevant information

The inside address is:

Manager
Bukit Kachi Supermarket
Jalan Bukit Tinggi
06010 Sintok
Kedah
Write your **enquiry letter**, using a full-blocked format in the space provided.
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Total score for Section One: ___/20 marks
SECTION TWO (20 MARKS)
You are advised to spend about 40 minutes on this section.

You are the manager of Excellent Stationery Shop Pte. Ltd. in Alor Setar. You have received a letter of complaint from one of your customers, PP Photocopy and Printing, complaining of damaged goods, wrong item delivered and late delivery. You have been asked to investigate the complaint and promptly reply to the letter.

PP Photocopy and Printing Pte. Ltd.
110 Jalan Raya
06010 Changlun
Kedah

Our ref: PP/dd/12(1)

20 August 2010

Excellent Stationery Shop Pte. Ltd
333 Jalan Putra
05100 Alor Setar
Kedah

Dear Sirs

COMPLAINT ON GOODS AND SERVICES

My company has been doing business with you since last year. We were really happy doing business with you. Unfortunately, during the last delivery which we received 2 days ago, we found that there are a couple of items that didn't meet the terms of our order.

2 days ago, we received the delivery of the items that we have ordered from your company. Upon arrival, we found that there were only 10 black ink cartridges for our printers in the boxes. Actually, we have ordered 12 black ink cartridges.

Our company ordered 50 boxes of AA Paper and upon inspection; we found that you have delivered the wrong product. You sent 50 boxes of QA Paper.

Furthermore, the goods were delivered a week late which caused us some troubles because we need the items to prepare the modules for UUM students and the late delivery has caused us to lose 20% of our business profits.

I am sure you agree with me that this sort of service is not very good for any company.

I hope you will attend to this matter as soon as possible.

Yours faithfully

Desmond Lim
Desmond Lim
Manager
Write your adjustment letter using a full-blocked format in the space provided.
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Total score for Section Two: ________/20 marks
SECTION THREE (15 marks)

MEMO 1
You are advised to spend about 30 minutes on this section.

You are the Human Resource Manager of Panafantastic Home Appliances Sdn. Bhd. Write a memo to all your staff to introduce a newly hired Sales and Marketing Executive in the company. In the memo you must include:

☐ The name of the new executive.
☐ The qualifications.
☐ The date of the appointment.

Besides the above, you need to state TWO responsibilities of the newly appointed Sales and Marketing Executive.

End the memo appropriately.
Write your memo in the space provided.

MEMO

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Total score for Memo 1: ______/15 marks
MEMO 2

You are advised to spend about 30 minutes on this section.

As the CEO of United Motoring Incorporated, you are concerned about the drop in sales of motor parts and accessories produced by your company. In one of your end-of-month executive meetings you have expressed your concern and blamed your fellow executives, especially the sales department, for not working hard enough for the company. This has caused strain and dissatisfaction among the executives and the workers.

Write a memo to your fellow executives explaining the circumstances and express your apology to them. Also include in the memo your readiness to see them personally to further explain the matter.

In your memo include the following:

1. your concern on this matter,
2. instruct her to give her personal attention on the matter,
3. suggest more aggressive actions by the sales personnel,
4. suggest redecorating the shop if necessary,
5. suggest improvement on customer service.

End the memo appropriately.
Write your memo in the space provided.

MEMO

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Total score for Section Three: ____/30 marks

END OF QUESTION PAPER