DISTANCE EDUCATION LEARNING
FINAL EXAMINATION
APRIL SEMESTER 2014/2015 SESSION

COURSE CODE / COURSE: SBLE2063 / BUSINESS REPORT WRITING
DATE: 16 AUGUST 2014 (SATURDAY)
TIME: 2:30 PM – 5:00PM (2½ HOURS)
VENUE: DTSO

INSTRUCTIONS:

1. This question booklet consists of SEVEN (7) sections in EIGHTEEN (18) 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.
5. The rules on academic dishonesty shall apply in this examination.

Name of Examiners: ____________________________
(please leave blank)

FOR OFFICIAL USE ONLY
SECTIONS ONE /10
SECTIONS TWO /20
SECTIONS THREE /10
SECTIONS FOUR /10
SECTIONS FIVE /20
SECTIONS SIX /15
SECTIONS SEVEN /15
TOTAL /100

MATRIC NO.: ________________________________
( in words )

IDENTIFICATION CARD NO.: ____________

INSTRUCTOR: ________________________________

GROUP:  ____ DESK NO.: ____________

DO NOT OPEN THIS QUESTION BOOKLET
UNTIL INSTRUCTED

CONFIDENTIAL
SECTION ONE (10 MARKS)
You are advised to spend about **10 minutes** on this section.
Answer the questions that follow.

1. Reports are divided into the functions they served. What are the **THREE (3)** major functions?
   a) 
   b) 
   c) 
   (3 marks)

2. There are several components of an evaluation report. Name any **THREE (3)**.
   a) 
   b) 
   c) 
   (3 marks)

3. What is the difference between primary sources and secondary sources?
   
   (2 marks)

4. State **TWO (2)** advantages of using visual aids in a verbal presentation.
   
   (2 marks)

**Total score for SECTION ONE:** ________/10 marks
SECTION TWO (20 MARKS)

You are advised to spend about 30 minutes on this section. Read the Letter of Transmittal and answer the questions that follow.

Serba Mewah Consultancy
No. 172, Persiaran Sultan Abdul Hamid,
Jalan Pegawai, 05400 Aior Setar, Kedah.
Tel: 04-7432172    Fax: 04-74322173
E-mail: serbamewah@gmail.com

Ref. no.: AS/22/30
31 July 2014
Puan Sharifah Azizah binti Syed Abdullah
Managing Director
Mad about Candy Sdn. Bhd.
Lot 10, Ground Floor, Alor Setar Mall,
05450 Aior Setar
Kedah.

Dear Puan Sharifah Azizah,

A REPORT ON CHOCOLATE BRANDS PREFERENCE

We are submitting to you the report as requested on 15 March 2014 regarding chocolate brands preference among customers at your shop. This report covers some important scopes in terms of price, flavours and packaging. Hence, the main findings of the report are as follows:

1. Hershey's range of chocolates sold at your shop is the least favourite due to its high price. Hence, it seems like you should cut down the number of orders of this brand.

2. There are only 8 brands of chocolates available at your shop and Cadbury is the top brand in having the largest range of flavours compared to Nestle that has the least number of flavours. Meanwhile, Tudor Gold is agreed by customers to have the least chocolaty flavour. Therefore, it is advisable that you should stop ordering this brand because most customers do not like its flavours.
3. M&M's is the most favourite among customers when it comes to packaging because there is a variety of packaging that meets customers' satisfaction. Thus, it is advisable that you should sell the latest packaging edition so that the customers are attracted to buy more.

In order to conduct our research, we have used both primary and secondary data. 400 questionnaires were distributed among customers regardless of their age, gender and race. We also had the chance to look at the previous report entitled *A Report on the Nutritional Content in a Chocolate Bar*. There is also a book called *Why Chocolate is good for you* by Richard Murphy that we used in order to understand better about the areas researched.

Last but not least, we would like to thank you for the trust that you gave us to prepare this report. Should there be any discrepancy or further clarification, please do not hesitate to contact us again. We would also like to work for you in future.

Thank you.

Yours sincerely,

*Arifah*

ARIFAH BINTI ARIFFIN
Assistant Executive

1. Is this report solicited or unsolicited? Justify your answer.

   (2 marks)

2. Name **TWO** (2) recommendations mentioned by the writer for her investigation.
   a) 

   (2 marks)
   b) 

(2 marks)
3. In order to write this report, the writer conducted both primary and secondary survey to gather data. Provide ONE example for each source used by the writer.

<table>
<thead>
<tr>
<th>Source</th>
<th>Example</th>
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<tbody>
<tr>
<td>a) Primary</td>
<td></td>
</tr>
<tr>
<td>b) Secondary</td>
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</table>

(2 marks)

4. Write the terms of reference for the report.

(6 marks)
5. Write the **title page** for the report.

\[\text{(8 marks)}\]

**Total score for SECTION TWO:** _______ /20 marks
SECTION THREE (10 MARKS)
You are advised to spend about 10 minutes on this section.

Based on the situation given, state THREE (3) purpose statements of each report.

1. The need of consuming healthy and convenient food is important among Universiti Utara Malaysia students since their schedule is very tight. Breads and buns are among their favourites. As the Marketing Manager of Cempaka Bakery in Changlun, you feel the need to set up a branch of the bakery in the campus so that students can get handy, yet nutritious meals whenever they are on the go. Write a report to the Manager of Cempaka Bakery regarding this matter.

a) Informational report
The purpose of the report is to ____________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
(3½ marks)

b) Analytical report
The purpose of the report is to ____________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
(3 marks)

c) Persuasive report
The purpose of the report is to ____________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
(3½ marks)

Total score for SECTION THREE: ________/10 marks
SECTION FOUR (10 MARKS)

You are advised to spend about 10 minutes on this section.

1. Study the following sentences:
   a) underline the part that needs to be edited, and
   b) rewrite each sentence to make it concise or concrete as required.

Example 1: a) We will deliver the goods in the near future. (concrete)
          b) Answer: We will deliver the goods on Monday.

Example 2: a) I shall talk to him with regard to the new policy. (concise)
          b) Answer: I shall talk to him about the new policy.

1. a) There are two candidates in the interview room at the present time. (concise)
       b) Answer:
       _____________________________________________________________
       _____________________________________________________________

                                                            (2 marks)

2. a) Only a few minutes are needed to end the bidding. (concrete)
       b) Answer:
       _____________________________________________________________
       _____________________________________________________________

                                                            (2 marks)

3. a) For the most part, the employees' suspicion is based on a hearsay. (concise)
       b) Answer:
       _____________________________________________________________
       _____________________________________________________________

                                                            (2 marks)
4. a) Some non-government organisations in Alor Setar are willing to donate food for the poor in Ramadan. (concrete)
   b) Answer:
   
   
   
   
   
   (2 marks)

5. a) The workers refuse to leave the company in spite of the fact that it is paying them with very low salary. (concise)
   b) Answer:
   
   
   
   
   
   (2 marks)
SECTION FIVE (20 MARKS)
You are advised to spend about 30 minutes on this section.
Study the situation below carefully and write a progress report to the President of the club about the activities using the memo format.

As the Secretary of the Environmental Club of Excellent High School, you are requested by Abdul Hafiz bin Abdul Rahim, the President of the club, to prepare a progress report on the preparation for Making the Earth Green awareness campaign which will be held in September 2014. The activities included are putting up buntings to encourage all students and staff to recycle, planting trees around the school compound and inviting a suitable speaker to talk about the importance of preserving Mother Nature. You have made a list of the work schedule and currently you are in the middle of the work.

<table>
<thead>
<tr>
<th>Week</th>
<th>Activities</th>
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<tbody>
<tr>
<td>First Week</td>
<td>• Went to order 20 buntings at Geomax Photoprint in Jitra.</td>
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<td>• Sent a letter to Mr. Lee Joo Seong, an officer at Majlis Bandaraya Alor Setar, inviting him to become a speaker for the talk.</td>
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<tr>
<td>Second Week</td>
<td>• Went to MARDI Bukit Tangga in Changlun to request for some suitable trees to plant at school.</td>
</tr>
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<td>• Interviewed Tuan Haji Jamaluddin bin Md. Said, an officer at MARDI Bukit Tangga.</td>
</tr>
<tr>
<td>Third Week</td>
<td>• Prepare the report.</td>
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Progress Report:
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SECTION SIX (15 MARKS)
You are advised to spend about 30 minutes on this section.

The pie charts below show the total spending of Pandora Travel and Tours Agency in 2011 and 2013. Analyze the pie charts by selecting and reporting the main features, providing reasons and making detailed comparisons where relevant. Write your answer in the space provided.

Figure 1: Total spending of Pandora Travel and Tours in 2011

Figure 2: Total spending of Pandora Travel and Tours in 2013
SECTION SEVEN (15 MARKS)

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

Study the report carefully and complete the tasks required.

1.0 INTRODUCTION

1.1 Background

Love Me Pickles in Jitra, Kedah was established in 2012 and became the first branch of its kind in Kedah. Originally founded in 2008 by Haji Othman Cheong Abdullah in Penang, this pickle-selling business is well known as one of the entrepreneurs whose founder and owner is a Muslim. The main product of this food industry is pickles. The fruits that are used to make pickles are guavas, papayas, cherries, nutmegs and mangoes. There are also garlic pickles sold. Besides selling pickles, the shop also sells Agromas food range like *rojak* paste and *acar buah*. Currently, the shop is facing some problems especially in the small number of customers coming to the shop.

1.2 Purpose Statement

The purpose of this report is to investigate the factors that have contributed to the failure to attract more customers although it has been operating for nine months. The report will review the three major factors namely the location, the incompetent workers and the disarrangement of products displayed.

2.0 METHODOLOGY

100 sets of questionnaires were distributed to the public nearby the shop lot especially Public Bank Berhad customers since the bank is situated next to Love Me Pickles shop in Jitra.
3.0 FINDINGS

3.1 Location

75 of the respondents agreed that the location is not easily accessed because it is far from the public's reach and there is no bus that brings passengers there. Meanwhile, another 25 agreed that the shop is accessible because they use their own transportation to get there. 65 respondents answered that Facebook page for the shop does not help much in finding the location because it does not even mention the exact route to access the shop. Thus, the workers should put more buntings by the roadside and give away flyers to the crowd so that they would know where the shop is located.

3.2 The poor performance of the workers

42 respondents commented that the workers at Love Me Pickles in Jitra were not competent in terms of weighing the amount of pickles that they wanted. 34 of them were not satisfied with the services provided such as there were no sufficient workers to entertain them. Sometimes the workers also scolded the customers when they could not provide small change for their purchase. 16 respondents who had tried the delivery service claimed that it took them almost one hour for the service. Meanwhile, 60 respondents commented that the floor was dirty and there were not enough fans for air circulation in the shop. They would prefer if the shop is air-conditioned. Only 8 respondents were satisfied with all the services provided.

3.3 Disarrangement of products displayed

70 percent of the respondents who have been to the shop expressed their frustration over the fact that the arrangement of the pickle jars was bad. They had to go all over the shop in order to look for the pickles that they wanted and some of the jars did not even have labels. Another 25 percent agreed that it was easy to locate the jars although some were put on the floor. It would be better if the workers could provide suitable shelves to place the glass jars because putting them on the floor was regarded as dirty and also dangerous.
TASK

Analyse the report and write **ONE (1) CONCLUSION** and **ONE (1) RECOMMENDATION** for each of the factors investigated. The recommendation should logically emerge from the conclusion.

(a) Location

(i) **CONCLUSION:**

(ii) **RECOMMENDATION:**

(b) Incompetent workers

(i) **CONCLUSION:**

(ii) **RECOMMENDATION:**
(c) Product displayed and arrangement

(i) CONCLUSION:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

(2 marks)

(ii) RECOMMENDATION:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

(2 marks)

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Total score for SECTION SEVEN: ______ /15 marks

END OF QUESTION BOOKLET