DISTANCE EDUCATION PROGRAMME
FINAL EXAMINATION
JULY SEMESTER 2013/2014 SESSION

CODE / COURSE : SBLE2063 / BUSINESS REPORT WRITING
DATE : 11 NOVEMBER 2013 (MONDAY)
TIME : 9.00 AM – 11.30 AM (2½ HOURS)
VENUES : DTSO, UUM KL

INSTRUCTIONS :
1. This question booklet consists of SIX (6) sections in NINETEEN (19) 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
SECTION ONE /10
SECTION TWO /22
SECTION THREE /18
SECTION FOUR /10
SECTION FIVE /17
SECTION SIX /23
TOTAL /100

MATRIC NO.: ____________________________  (in words)

( in numbers )

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. State **THREE (3)** criteria to classify a report.
   a) 
   b) 
   c) 
   (3 marks)

2. State any **THREE (3)** components of an evaluation report.
   a) 
   b) 
   c) 
   (3 marks)

3. List **TWO (2)** divisions in organising your data collection
   a) 
   b) 
   (2 marks)

4. What are the **TWO (2)** ways to organise information in a report?
   a) 
   b) 
   (2 marks)

Total score for SECTION ONE: _____/10 marks
SECTION TWO (22 MARKS)
You are advised to spend about 30 minutes on this section. Read the following report and answer the questions that follow.

1.0 INTRODUCTION

In response to a letter of authorisation dated on 7 October 2013 from Mr. Jack Smith, the President of Fabulous Attire Enterprise, Selangor, Mr. Keith Lawrence, the Sales Analyst from the Research Department, prepared a complete study on sales promotion strategies and submitted it together with recommendations on 23 November 2013.

2.0 OBJECTIVE

It is important for a product, especially a new one to be on a promotion. A promotion allows customers to get some incentives for purchasing the product, thus increasing sales of a company. With regard to this, Fabulous Attire Enterprise seeks to evaluate the preferred sales promotion strategies of customers in order to boost up the sales of Fabulous Attire Enterprise and promote the brand.

3.0 BACKGROUND

Sales promotions are defined as “short-term incentives given by a company to its customers to encourage the purchase or sale of a product or service” (McGowan, 2009). Among the devices used in sales promotion are coupons, samples, premiums, displays, merchandise specials such as gifts with purchase, contests, rebates, and buy one, get one free. There are two main approaches of sales promotion: push and pull. A push approach refers to a method that persuades retailers or wholesalers to carry a brand, give a brand shelf space, promote a brand in advertising and/or push a brand to find consumers (McGowan, 2009). Some typical tactics of this approach are discounts, contests, displays and premiums. As for a pull approach, according to McGowan (2009), it has the aim to entice consumers to try a new product, lure customers away from competitors' products, get consumers to “load up” on mature product, hold and reward loyal

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customers and build consumer relationships. Among the tactics employed are samples, coupons, sweepstakes and loyalty programmes.

4.0 METHODOLOGY

Sales records were obtained from the company’s record keeping system for reviewing. The data collected were used for comparing the number of monthly sales.

The company’s annual magazines, issue 110-115 were also reviewed to get information about sales activities conducted for the past five years and the details of products involved in the activities. Data about customers’ purchasing patterns were also collected. Besides, a book entitled, “Effective Sales Promotions” by Clare McGowan was referred to for some information about the current promotional trends and effective sales promotion tactics.

100 questionnaires were administered to 100 randomly selected customers at Fabulous Attire branch at Amanjaya Mall. Participants were surveyed basically with regard to the favourite products they have purchased and preferred sales promotion strategies.

5.0 FINDINGS

5.1 Discounts

As many as 75 respondents rated discount giving as their favoured sales promotional tactic. It was discovered that 30% of the respondents indicated that they favoured 55% discount on the products, while 15 respondents favoured 15% discount and there were only 10 respondents who preferred 10% discount.
5.2 Vouchers

20 respondents rated vouchers giving as their preferred sales promotional strategy with 55% of the respondents favoured vouchers given upon purchase, 25% of them preferred free vouchers in newspapers and 20% of them indicated that they would like to redeem points from accumulated membership points.

5.3 Membership Cards

It was reported that 10% of the respondents liked membership cards as a means of sales promotion. As for the means of getting membership card, 80% of the respondents preferred automatic membership upon prescribed amount of purchase, while 20% of them preferred paying some fee for membership.

6.0 CONCLUSIONS

Based on the data collected from the survey, it can be concluded that the most favoured sales promotion strategy is discount and the biggest amount of discount surveyed is the one most welcomed by the respondents. Voucher appears to be the second most preferred strategy for sales promotion with half of the respondents perceived that vouchers should be given upon purchase. The least favoured method of sales promotion is membership card and the respondents mostly welcome automatic membership based on purchase of some amount.

7.0 RECOMMENDATIONS

It is recommended that Fabulous Attire Enterprise gives discounts on its products as the main strategy to promote them. It is also suggested that a detailed research be conducted to study customers’ favourite items, the products less purchased by customers, customers’ purchasing times and behaviour for arranging discount-giving sales activities. Fabulous Attire Enterprise should promote vouchers with purchases as well as automatic membership with purchase.
1. What type of report is this?

______________________________________________ (1 mark)

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

______________________________________________ (1 mark)

3. What order (approach) is used in this report? Justify your answer.

______________________________________________ (1 mark)

4. In order to write this report, the writer conducted a research to gather data. Complete the table below:

<table>
<thead>
<tr>
<th>Research source</th>
<th>Examples mentioned in the report</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) _______________</td>
<td>i) _______________</td>
</tr>
<tr>
<td></td>
<td>ii) ___________________________</td>
</tr>
<tr>
<td></td>
<td>i) ___________________________</td>
</tr>
<tr>
<td></td>
<td>ii) ___________________________</td>
</tr>
</tbody>
</table>

(6 marks)
5. Write the terms of reference for this report.
6. Write the title page for this report.

(8 marks)

Total score for SECTION TWO: _______/22 marks
SECTION THREE (18 MARKS)
You are advised to spend about 20 minutes on this section. Write THREE (3) purpose statements for each situation.

1. The community in the rural area has been facing problems related to unreliable transport services. This issue was raised in the parliament recently. As the Director of the State Transportation Department, you have been asked to write a report to the Ministry of Transportation.

a) Informational report

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

b) Analytical report

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

c) Persuasive report

   The purpose of the report is to ____________________________________________
   ____________________________________________
   ____________________________________________
   ____________________________________________
   ____________________________________________
   ____________________________________________
   (3 marks)
2. The project at Dato Kumbar by Sakan Construction was scheduled to be completed in less than two years. However, this is the third year and the project is still in progress. You have been asked to write a report to the state government regarding this matter.

a) Informational report

The purpose of the report is to ____________________________________________

_____________________________________________________________________

_____________________________________________________________________

(3 marks)

b) Analytical report

The purpose of the report is to ____________________________________________

_____________________________________________________________________

_____________________________________________________________________

(3 marks)

c) Persuasive report

The purpose of the report is to ____________________________________________

_____________________________________________________________________

_____________________________________________________________________

(3 marks)

Total score for SECTION THREE: _______/18 marks
SECTION FOUR (10 MARKS)
You are advised to spend about 20 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) 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) Almost all the workers reported for work late because of the flood. (concrete)
     b) Corrected answer:

     (2 marks)

2. a) In the event that I cannot reach the office by 10.00 tomorrow morning, then our
     appointment to see the manager will be cancelled. (concise)
     b) Corrected answer:

     (2 marks)

3. a) It takes many hours to complete the company’s daily sales account. (concrete)
     b) Corrected answer:

     (2 marks)
4. a) I tend to think he is the best man for the job. (concise)
   b) Corrected answer:

      ____________________________________________________________

      ____________________________________________________________
      (2 marks)

5. a) The company was forced to shut down one of its plants in view of the fact that the profit margin for that year plunged drastically. (concise)
   b) Corrected answer:

      ____________________________________________________________

      ____________________________________________________________
      (2 marks)

Total score for SECTION FOUR: ________/10 marks
SECTION FIVE (17 MARKS)
You are advised to spend about **30 minutes** on this section.

The bar graph below indicates the number of victims who were involved in accidents at Azam Teguh Factory, Kulim in the first five months of 2012 and 2013. In the space provided below,

a) analyse THREE (3) different trends that can be observed from the bar graphs.

b) provide a possible reason for each of the trends that you have identified in (a).

![Bar Graph]

**Figure 1: Number of victims involved in accidents at Azam Teguh Factory, Kulim from January to May in 2012 and 2013**

The bar graph compares the number of victims who were involved in accidents at Azam Teguh Factory, Kulim from January to May in 2012 and 2013.
SECTION SIX (23 MARKS)
You are advised to spend about 40 minutes on this section. Study the report carefully and complete the tasks required.

MEMORANDUM

TO : Fatimah Ibrahim, CEO of Lovely Children Centre
FROM : Lisa Ahmad, Sales Manager of Lovely Children Centre
DATE : 15 April 2013
SUBJECT : Purchasing New Swing Set

1.0 INTRODUCTION

The purpose of this report is to identify which new swing set Lovely Children Centre should purchase. The old swing set is rusty and poses a safety hazard to the children. We have narrowed down our choices to two sets: Play Time Gym Set and Kiddie Swing Set.

2.0 SCOPE

The Board of Directors has suggested that we rank safety as the first criterion. “Concern for the children and compliance with federal guidelines require us to be safety conscious.

Special features are our second criterion. The teachers have said that the children play less on the old swing set because there is no special equipment to attract them. We would like the new swing set to have special features that provide a variety of activities for the children.

To make sure we stay within our budget which is RM 700.00 for a new swing set, we have ranked cost as our third criterion.
3.0 METHODOLOGY

This report will compare both swing sets using three criteria which are safety, features and cost. The products catalogue was used as a secondary data to compare both swing sets.

4.0 FINDINGS

4.1 Safety

A new swing set must include:

- Smooth edges with no rough places that can cause cuts and scrapes.
- Few cap covers to wear thin and reveal rough edges that may cut
- A slide not more than 10 feet long so children can climb up safely.
- A slide that will not absorb heat and thus burn children’s skin

4.1.1 Play Time Gym Set

The Play Time Gym Set has plastic seats with rounded edges. Fewer caps are needed because of the rounded edges. The slide is 6 feet long. In addition, the slide is made of plastic and will not absorb heat from the sun.

4.1.2 Kiddie Swing Set

According to the Fun and Exercise catalogue, the Kiddie Swing Set has galvanized steel frames with rounded edges and requires more caps to cover the sharp edges. The slide is less than 10 feet long, but the heat from the sun will make the metal slide hot.

4.2 Swing Set Special Features

The new swing set must include a variety of activities to maintain the children's interest. The preschool teachers suggest the following features:

- Glide ride
• Swings
• Two-passenger swing
• Slide

Table 1 below depicts a comparison of sub criteria for both swing sets.

<table>
<thead>
<tr>
<th>FEATURES</th>
<th>PLAY TIME</th>
<th>KIDDIE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>GYM SET</td>
<td>SWING SET</td>
</tr>
<tr>
<td>Glide Ride</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Swings</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Two-Passenger Swing</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Slide</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

4.2.1 Play Time Gym Set

Play Time Gym Set has the features that the preschool teachers wanted. Other features, such as the pony ride and the adult swing, are not found in the early discussion.

4.2.2 Kiddie Swing Set

Although the Kiddies Swing Set meets most of the sub criteria, it does not have a two-passenger swing. Like the Play Time Gym Set, the Kiddie Swing Set includes a pony ride and an adult swing, which are not needed.

4.3 Cost

The cost of the swing set must not exceed RM 700.00.
4.3.1 Play Time Gym Set

Carlton Murouis, sales representative for Shifferly Sales, said the total cost of the Play Time Gym Set is RM 682.99. The breakdowns of cost are as follows:

<table>
<thead>
<tr>
<th>ITEM</th>
<th>COST (RM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Play Time Gym Set</td>
<td>RM 649.99</td>
</tr>
<tr>
<td>Tax</td>
<td>RM 15.00</td>
</tr>
<tr>
<td>Delivery and Setup</td>
<td>RM 18.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>RM 682.99</strong></td>
</tr>
</tbody>
</table>

4.3.2 Kiddie Swing Set

The total cost of the Kiddie Swing Set is RM 616.39. The breakdowns of cost are as follows:

<table>
<thead>
<tr>
<th>ITEM</th>
<th>COST (RM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kiddie Swing Set</td>
<td>RM 589.99</td>
</tr>
<tr>
<td>Tax</td>
<td>RM 11.40</td>
</tr>
<tr>
<td>Delivery and Setup</td>
<td>RM 15.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>RM 616.39</strong></td>
</tr>
</tbody>
</table>
TASK

1. Analyse the report and write **ONE (1) CONCLUSION** for each scope.

   a) Safety

   b) Special Features

   c) Cost

   (3 marks)
2. Provide an **OVERALL RECOMMENDATION** with **JUSTIFICATION**. The recommendation should logically be based on the conclusion.

**OVERALL RECOMMENDATION**

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

(3 marks)

**JUSTIFICATION**

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

(3 marks)

<table>
<thead>
<tr>
<th>Content</th>
<th>_____ / 15 marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language</td>
<td>_____ / 8 marks</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>_____ / 23 marks</td>
</tr>
</tbody>
</table>

**Total score for SECTION SIX** : _____ /23 marks

**END OF QUESTION BOOKLET**