UNIVERSITI UTARA MALAYSIA
PEPERIKSAAN SEMESTER DESEMBER SESI 1990/91

KOD KURSUS : BI1043 BUSINESS CORRESPONDENCE & REPORT WRITING
TARIKH : 8 JUN 1991 (SABTU)
MASA : 9.00 - 11.00 PAGI (2 JAM)
TEMPAT : PERPUSTAKAAN PARAS 5

ARAHAN:

1. Kertas soalan ini mengandungi TULIH (7) soalan dalam LIMA (5) muka surat yang bercetak.

2. Anda dikehendaki menjawab SEMUA soalan.


4. Buku-buku jawapan (Bahagian 1 dan 2) hendaklah diikat dengan kemas.

NO. MATRIK: ____________________________
(dengan perkataan)
(dengan angka)

NO. KAD PENGENALAN: _______________________

JANGAN BUKA SOALAN INI SEHINGGA DIBERI
ARAHAN 60
PART I (30 marks)

Question 1 (10 marks)

Explain the underlined words or phrases in the sentences below:

a) We would like trade references before we could grant you your request.

b) We cannot give you any trade concessions on the electrical goods.

c) I have enclosed my curriculum vitae with my application letter.

d) We are very sorry that we cannot allow you to defer payment.

e) We are adding a new range to our present stock of household goods.

Question 2 (8 marks)

Express the following in a different way but do not change the meaning:

a) We want a copy of your latest catalogue and price list.
   (Express politely):

b) Apologize to your customer for the inconvenience caused by the delay in delivering the goods.
c) If you order after 15 June, we will not be able to give you the 15% discount mentioned in the brochure. (Express this in a positive manner)


d) I cannot despatch the fluffy toys you needed until I receive further information regarding conditions of delivery. (Express this positively)


Question 3  (12 marks)

Write suitable acknowledgements for the following situations in NOT more than FOUR sentences:

a) Your company has received a consignment of children's clothes on time for the festive sale's season. Acknowledge the receipt and mention the condition of the goods after inspection.


b) A prospective customer has written to you to ask for information about being a sole distributor of Newton plastics for his region. Reply positively and ask for further information.


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c) You have received an order for the black rattan furniture that you manufacture. Confirm delivery and provide relevant details to promote your product.

PART II (70 marks)

Question 4 (15 marks)

You are the supplier of reputable wooden mahogany dining table sets. Unfortunately there has been a rail strike and the goods ordered by a number of customers cannot be delivered on schedule. Write a letter to one of your customers informing the company of the problem and giving assurance of delivery as soon as the strike is over. Invent necessary details.

Question 5 (15 marks)

You are the Purchasing Officer of Utara Book Company and you have ordered 5 dozen copies of the second edition of New Ideas in Management from Syarikat Penerbitan Suluh, a publishing company in Kuala Lumpur.

On opening the two boxes of books that arrived on time yesterday, you found that 30 copies were first edition books.

Write a letter to the Manager of the publishing company and ask for adjustment. Invent necessary details.
Question 6  (15 marks)

The following MEMO has been badly written and contains a lot of errors. You are required to reorganise the entire memo and rewrite it in the style and format that is suitable for a Memo. You need also to eliminate any redundant words or phrases besides correcting errors like contractions, abbreviations, wrong use of words etc.

MEMO

To : Elaine Harris (Accounts Department)  From : Jane Richardson (Personnel Department)  Date : 9.6.91

Application for Compassionate Leave

Ref. your memo of 1.6.1991, I'm really extremely sorry to hear from you of your husband's illness. On behalf of the company I'd like to express my condolence for his speedy recovery.

Company regulations state that paid compassionate leave of absence can only be given in case of the death of a close relative and for no longer than a max. of ten days. Unfortunately, compassionate leave is not applicable in your case.

However, we're willing to grant you unpaid leave from duty or, as a second alternative, to allow you to take next year's leave in advancement.

I would be grateful if you could let me know as soon as possible which of these proposals you'd prefer.

Yours sincerely
Question 7  (25 marks)

You are in the final year of your studies in the University. Recently, some advertisements for possible job vacancies caught your attention:

ADVERTISEMENTS:

a) MANAGEMENT TRAINEE:

Business administration or engineering graduate preferred. Must be intelligent, hardworking, and personable. Apply by letter only to Personnel Department, Siemens Electronics Company, Bayan Lepas, Penang.

b) BANKING TRAINEE:

Major city bank seeks recent finance or account graduate/undergraduate for training program. Opportunities for careers in all areas of bank operations. Applicants should show evidence of sincerity, maturity, and dedication to work. Excellent pay and benefits. Write to Personnel Director, P.O. Box 4557, Kuala Lumpur.

c) MARKET RESEARCH:

Growing marketing research company needs recent graduate/undergraduate in Marketing. Should have good foundation in research methodology, quantitative analysis, and computers. Good writing skills. Send application to Personnel Director, Box 2998, Business Executives, Kuala Lumpur.

Choose ONE of the advertisements and write an application letter together with a resume.

HJH/yt
6 May 1991