

UNIVERSITY COLLEGE
TATI

UNIVERSITY COLLEGE TATI (UCTATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE	: BBM 1033
COURSE	: BUSINESS COMMUNICATION
SEMESTER/SESSION	: 1- 2022/2023
DURATION	: 3 HOURS

Instructions:

1. Answer ALL questions.
2. All answers should be written in the **answer booklet provided**.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise up your hands and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 6 PRINTED PAGES INCLUDING COVER PAGE

BBM 1033 BUSINESS COMMUNICATION

SECTION A – SHORT ANSWER (40 MARKS)

Answer all questions in the *answer booklet* provided.

Question 1 (3 marks)

Name the type of questionnaire that may be employed to collect information from the respondents about each given situation.

- i. To comprehend customer preferences about the types of products they like or want to be available in the market. _____
- ii. To examine employees and client's acceptance if certain policies are to be enforced across the board. _____
- iii. To obtain feedback about the interaction between customer & organization. _____

Question 2 (7 marks)

There are two stages involved in enhancing one's intercultural sensitivity. Identify the stage from the statement given below.

- i. One can identify experiences influenced by one's culture. _____
- ii. One develops empathy for other culture. _____
- iii. One is unaware that one is projecting own cultural values. _____
- iv. One is competent in the ability to communicate with other cultures. _____
- v. One does not recognize other's cultural differences and experiences. _____
- vi. One sees one own value as superior. _____
- vii. One sees differences as negative. _____

BBM 1033 BUSINESS COMMUNICATION

Question 3 (10 marks)

Picture 1 shows a business card of a product.

- i. Name the name of business. (1 mark)

- ii. Identify **two (2)** essential information about the business in the publicity material. (2 marks)

- iii. Determine **five (5)** essential information should be included in the publicity material. (5 marks)

- iv. Suggest **two (2)** promotional marketing materials the company can distribute to potential customers. (2 marks)



Picture 1

BBM 1033 BUSINESS COMMUNICATION

Question 4 (6 marks)

Picture 2 shows the anatomy of advertisement. Identify **six (6)** anatomical parts in the advertisement.



Picture 2

Question 5 (8 marks)

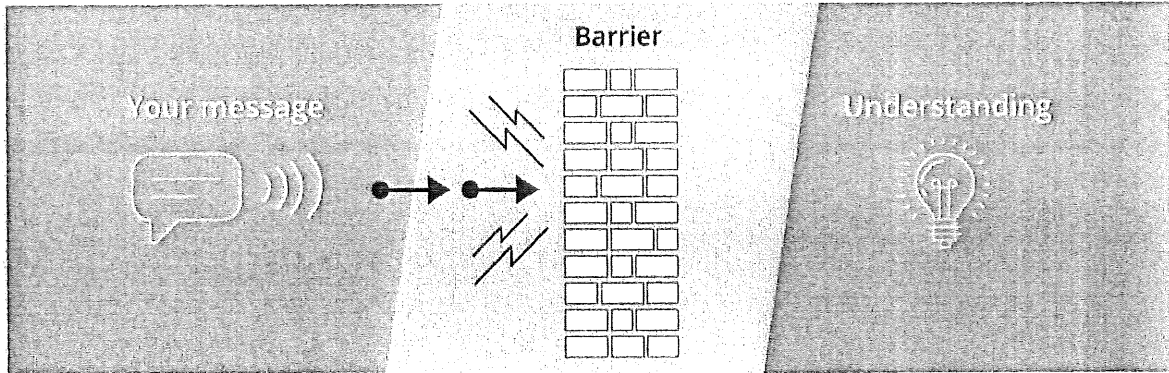
Communication in organization flows from all directions. Elaborate the communication flow between colleagues in an organization based on the following:

- i. Name the communication flow (1 mark)
- ii. Its purposes (at least 3) (3 marks)
- iii. Documents used (at least 4) (4 marks)

BBM 1033 BUSINESS COMMUNICATION

Question 6 (6 marks)

Study Picture 3 and describe six (6) barriers that impede listeners' understanding to speaker's message in communication.



Picture 3

BBM 1033 BUSINESS COMMUNICATION

SECTION B – WRITING (60 MARKS)

*Answer all questions in the **answer booklet** provided.*

Question 1 (10 marks)

As Secretary of English Society at UCTATI, draft notice in not more than 50 words for the ETHOS notice board informing the students about charity car wash. Include the following information:

- the venue, date and time of the event
- goodie bags for first 50 customers
- free ice-cream for early birds

Question 2 (50 marks)

You have discovered that UCTATI has Endowment Fund which is intended to indefinitely perpetuate a pool of investments for a specific purpose. Its primary source of funds is from charitable donations. However, 5% of each year's investment income can be spent on teaching, research, and public service missions. Since many students and their families are affected by COVID-19 pandemic, some cannot afford to continue their studies. You think that they can benefit from the stipend of RM1000 per semester provided from the fund. In fact, the process should be hassle free to help those who are in immediate need. Thus, prepare a **speech text** to pitch the idea to the management team of Students Affairs and Alumni Department (JHEPA).

-----End of Question-----