

**UNIVERSITI MALAYSIA TERENGGANU****FINAL EXAMINATION****SEMESTER II 2018/2019 SESSION (DEGREE PROGRAMME)**

COURSE	:	BUSINESS COMMUNICATION
COURSE CODE	:	COM3103
DATE	:	23 JUN 2019 (SUNDAY)
VENUE	:	DEWAN SULTAN MIZAN
TIME	:	12.00 PM – 2.00 PM (2 HOURS)

MATRIC NO.	:	_____
PROGRAMME	:	_____
SEAT NO.	:	_____

INSTRUCTIONS TO CANDIDATES

- i. Answer **ALL** questions.
- ii. All answers for **SECTION A** and **B** must be written in the **OMR** sheet provided.
- iii. All answers for **SECTION C** and **D** must be written in the **ANSWER** booklet provided.

DO NOT OPEN THE QUESTION PAPER UNTIL INSTRUCTED

THIS QUESTION PAPER CONSISTS OF THIRTEEN (13) PRINTED PAGES

PART A (30 Marks)

Please choose the most appropriate answer for each question in this part.

1. Improving your communication skills may be the single most important step you can take in your career. Why?
- A. To be successful, you'll need to communicate well
 - B. Creating opportunities to influence conversations, perceptions, and trends
 - C. Earlier warning of potential problems, rising from business costs to critical safety issues
 - D. Creating clearer more persuasive messages

2. Business communication is often more demanding than social communication because communication on the job is affected by_____.
- A. the globalization of business
 - B. the pervasiveness of technology
 - C. the growing reliance on teamwork in business
 - D. All of the above

3. The key phrases listed below refer to _____.

- Technology demands for instant answer
- The sheer number of messages is difficult to discriminate between the useful information or the useless information.

- A. claims adjustment and information overload.
 - B. round-the clock accessibility and information overload
 - C. information technology paradox and information overload
 - D. quarterly report and information overload
4. Generally, messages often reach the intended audience but have no effect, thus, for an audience member to actually receive a message; the receiver has to _____, _____ and _____ need to occur.
- A. select it as important, sense its presence and give feedback.
 - B. remember the messages, select it for attention, motivated to respond
 - C. sense its presence, select it for attention and perceive it as an actual message
 - D. remember the message, able and capable to respond, and motivated to respond

5. When you're creating a table for online use, _____ to make sure that the table is easy to read.
- A. remove lines and spaces between columns and rows
 - B. present large amounts of data and information
 - C. reduce the number of columns and rows
 - D. display data items in unrounded, multiple units

6. In addition to ethical guidelines, business communication is also bound by a wide variety of laws and regulations, including the following areas:
- A. financial reporting, privacy security and defamation
 - B. contracts, promotional and employment communication
 - C. defamation, plagiarizing and omitting essential information
 - D. transparency, distorting visuals and misrepresenting data
7. A negative message to a customer should end with:
- A. explanation of the history of the problem
 - B. clear data about the negative information
 - C. a statement restating the problem
 - D. a positive, forward-looking statement
8. During the oral presentation, the speaker should have these skills in managing his or her speech. Which of the following is an example of these three parts?
- i. The opening : asking provoking question
 - ii. The use of voice: avoid monotone
 - iii. The non-verbal element: body language, posture, gestures and facial expression
 - iv. The ending: a good conclusion that have impact on audience
- A. i and iii
 - B. i, iii and iv
 - C. ii and iv
 - D. All of the above
9. Assuming you're a relationship manager at Bank of Terengganu. You need to write to a customer to let him know that his application for an increase in credit limit has been approved. In your message, you includes information about the company's history and testimonials from other valued customers. What is your secondary purpose of including this additional information?
- A. Building a good image of her organization
 - B. Making the receiver view the information positively
 - C. Having the receiver view the information neutrally
 - D. Providing good news to the customer
10. Which of the following is a characteristic of successful interviewees?
- A. Answer questions very briefly in not more than ten words
 - B. Avoid using any technical jargon related to the industry or the job
 - C. Make eye contact with the interviewers while interacting with them
 - D. Ask very generic questions which were already available on the website

11. Which of the following is **true** about you-attitude in business communication?
- A. The word "we" works well when it does not include the audience.
 - B. The word "I" suggests that one is concerned about personal issues.
 - C. The word "I" works well when it includes an audience or a reader.
 - D. The word "I" demonstrates confidence about oneself or a company.
12. The three primary steps involved in preparing a business message are _____.
- A. informing, persuading, and collaborating
 - B. planning, writing, and completing
 - C. satisfying the audience's informational, motivational, and practical needs
 - D. defining the purpose, the main idea, and the topic
13. An example of downward communication is _____.
- A. a company briefing held on the organization's top floor
 - B. an email message about sick leave from one staff secretary to another
 - C. a sales manager giving instructions to a salesperson
 - D. a junior staff person giving information to a staff supervisor
14. If a company needs to change and knows what needs to be done, but needs help doing it, a proposal helps in:
- A. implementing the plan to bring about the change
 - B. providing a plan for achieving desired changes
 - C. suggesting alternate outcomes if it decides not to change
 - D. accessing whether change is a good idea or not
15. Ahmad is planning to write a proposal on "The Harmful Impacts of using Chemical Fertilizers" in Terengganu. In this proposal, he intends to write about banning the use of chemical fertilizers as a possible solution to the problem of groundwater contamination, as well as its impact on health. Which of the following sections in the proposal would this information be included in?
- A. Facilities
 - B. Resources
 - C. Procedure
 - D. Feasibility
16. Which of the following should **NOT** be included in a résumé?
- A. Key words
 - B. The word "I"
 - C. Details in numbers
 - D. Verbs

17. Erene recently attended an interview for which she was asked to arrive at 9.00 a.m at the office. When she entered the room, there were many candidates and she was put into a group. Erene later came to know that this was a part of the interview and try to be outstanding among the candidates. Which of the following interviews did Erene most likely undergo?
- A. Stress interview
 - B. Behavioral interview
 - C. Group interview
 - D. Reference interview
18. Communication is the process of _____.
- A. listening actively.
 - B. writing messages.
 - C. none of the above.
 - D. transferring information and meaning.
19. The term _____ includes an appreciation for cultural differences that affect communication and the ability to adjust one's style when communicating across cultures.
- A. cultural competency
 - B. cultural intuition
 - C. cultural insight
 - D. cultural dexterity
20. The business advantages of today's diverse workforce include _____.
- A. a broader talent pool from which to recruit.
 - B. a better understanding of diverse, fragmented markets.
 - C. a wider range of views and ideas.
 - D. all of the above.
21. When preparing numerical tables, you should _____.
- A. use at least three colors to hold the audience's attention.
 - B. use a font no larger than 9 points.
 - C. be sure to identify the units you are using.
 - D. do all of the above.
22. An example of a specific purpose for a business message would be _____.
- A. to inform employees about the new vacation policy.
 - B. to impart information to the audience.
 - C. to persuade readers to take action.
 - D. to obtain audience participation and collaboration.

23. Diversity in the workplace can be based on differences in _____.
- A. religion.
 - B. age or gender.
 - C. ethnic heritage.
 - D. all of the above.
24. Which of the following is a type of nonverbal communication?
- A. Presentations
 - B. Pictures
 - C. Electronic mails
 - D. Memos
25. Gayah, a manager at a software firm, needs to ensure that the members of her team complete work on a project that has its deadline approaching. To remind them about the deadline, she writes an email stating, "You need to complete the work by Friday so that I can deliver the product to the client on time." Her email, however, involves a writing flaw because of which she does not receive the results she would have otherwise achieved. What type of writing flaw does Gayah's email have?
- A. Bias language
 - B. Misused words
 - C. Selfish tone
 - D. Legalistic language
26. In planning oral presentation, you have to analyse the situation that involves _____.
- A. defining purpose, developing audiences profile and considering the circumstances.
 - B. defining purpose, developing your own profile and considering the circumstances
 - C. developing purpose, defining your own profile and considering the circumstances
 - D. defining the circumstances, developing your own profile and considering purpose
27. "Getting attention" in the "**AIDA**" approach, dealing with _____ questions.
- A. what
 - B. how
 - C. where
 - D. why
28. As you craft your personal strategy, you might need to take a job that doesn't meet your expectations while you keep looking to get on the right track. This technique falls under _____.
- A. get organized for any opportunities
 - B. look for stepping stone opportunities
 - C. start now and stick with the opportunities
 - D. get organized and start when opportunity emerge

29. Foundation of writing can be divided into **two** processes:
- A. planning messages, and reviewing and editing messages
 - B. planning messages, and completing messages
 - C. writing messages and completing messages
 - D. gather information and produce messages
30. Which of the given statements **do not** belong to networking protocol?
- A. To learn something about the people you want to connect with
 - B. Be succinct in all your communication efforts
 - C. Email your resume to complete strangers
 - D. Remember to say thank you every time someone helps you

PART B (20 Marks)

Please choose the most appropriate answer for each question in this part.

31. The nature of business communication hasn't changed much in the past decade.
- A. True
 - B. False
32. As long as employees get the job done, most companies are not concerned with employees meeting expectations of business etiquette.
- A. True
 - B. False
33. Successful organizations usually avoid the need for feedback.
- A. True
 - B. False
34. Culture influences how messages are sent and received in the workplace.
- A. True
 - B. False
35. Even if nothing will change as a result of your message, you should send it if you believe it is important.
- A. True
 - B. False
36. As long as your message is clear, the size of your audience should not influence the approach you choose to take.
- A. True
 - B. False
37. As business communication models evolve, the lines separating oral, electronic, and written media have become more distinct and easier to define.
- A. True
 - B. False
38. Face-to-face communication is the richest medium.
- A. True
 - B. False

39. Business proposal typically include introduction, vision, mission, definition, discussion, benefits of service or product, qualification and cost analysis.
- A. True
 - B. False
40. Whenever you ask for something such as information, actions, products, adjustment and references you are making a request.
- A. True
 - B. False
41. A long report examines a cost in detail and requires more extensive research and preparation.
- A. True
 - B. False
42. Before you start your oral presentation, you need to know your topic, your audience and your time given for your presentation.
- A. True
 - B. False
43. Before the interview you are advice to rehearse with your friend or family member.
- A. True
 - B. False
44. Panel interview are used to analyses the candidate's ability to handle the stressful conditions.
- A. True
 - B. False
45. Several job candidates are interviewed at once known as group interview.
- A. True
 - B. False
46. This statement "*I look forward to an opportunity to speak with you in person*" normally at the middle paragraph.
- A. True
 - B. False

47. The salutation in your cover letter is the way you address your future employee.
- A. True
 - B. False
48. Qualification in business proposal referring to the companies or product's previous achievement, work experience, testimony, similar projects and references.
- A. True
 - B. False
49. To win the proposal, you need to explain why you are the right one for the job, the impact of hiring your company's and highlights other satisfied clients.
- A. True
 - B. False
50. When preparing a report, you need to make sure that the information that you gather are from mouth to mouth information.
- A. True
 - B. False

PART C (20 Marks)

Fill in the blanks with the correct answer.

emotions	Collaborate	Brainstorming
Focus	career summary	Purpose
small group	White space	Visuals
Ideas	Pride	specific action
Purpose	Facilitate	casual style
qualifications summary	solicited application letter	direct style
Inform	Persuade	circumstances

- Analyzing the situation involves defining your _____, developing an audience profile, and considering the_____.
- Before you begins your talk, you should start with _____ to help you to identify the topic.
- Professionalism is the quality of performing at a high level and conducting oneself with _____ and _____.
- Internal distractions consist of thoughts and _____.
- General purpose of all business messages: to _____, to _____, or to _____ with your audience.
- Write your résumé using a simple,_____. Use short phrases instead of whole sentences and _____ on what your reader needs to know.
- A _____ is a resume component that offers a brief capsule view of your key qualifications.
- A _____ offers a brier recap of your career with the goal of presenting increasing levels of responsibility and performance.

9. You're sending a _____ if you're trying to respond to an identified job opening.
10. The final paragraph of your application letter has two important functions: to ask the reader for a _____ and to _____ a reply.
11. If you're speaking to a _____, particularly people you already know, you can use a _____ to encourage their participation.
12. In oral communication particularly when you aren't using _____ for support, you have to rely primarily on spoken words to link various parts and _____.

PART D (30 Marks)

Please answer all questions.

1. Even well-intentioned communication efforts can fail. Fortunately, by understanding communication as a process with distinct steps, you can improve the odds that your messages will reach their intended audiences and produce their intended effects. Briefly explain communication as a process.
(8 marks)

2. A successful introduction will have grabbed your audience's attention; now the body of your presentation needs to hold that attention. What are the tips for keeping the audience tuned into your message?
(5 marks)

3. Briefly discuss the topic on "selecting the right medium" in adapting the message.
(17 marks)