

FINAL SEMESTER EXAMINATION

Student NRIC : _____
Student ID : _____

Programme	:	DIPLOMA IN E-BUSINESS TECHNOLOGY (MQA/ PA 13807);
Intake	:	JAN 2021
Course	:	BUSINESS COMMUNICATION
Course Code	:	DEB 1313
Duration	:	3 hours

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. This question paper consists of **FOUR (4)** questions
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in the accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

(This booklet contains 3 printed pages including this page)

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

For examiner's use only

QUESTION NO.	MARKS
1	/ 25
2	/ 25
3	/ 25
4	/ 25
Total	/ 100

Answer **ALL** questions on the separate sheet provided.**[100 marks]**

1. a) List **FIVE (5)** advantage of holding a meeting. (10 marks)
- b) List **FIVE (5)** disadvantage of holding a meeting. (10 marks)
- c) Explain **TWO (2)** importance of writing minutes during meeting. (5 marks)
Total: [25 marks]
2. a) Discuss **FIVE (5)** strategies to improve communication with team members. (10 marks)
- b) Describe in detail any **THREE (3)** purpose of Interpersonal Communication. (15 marks)
Total: [25 marks]
3. a) Using example in workplace, explain the following technological terms:
 - i) Video Conference (3 marks)
 - ii) Social Media (3 marks)
 - iii) Tele Conference (3 marks)
- b) In daily business life each situation is different and will require you to respond and communicate in a way that is appropriate for each situation. Describe **FOUR (4)** difficult situations that you are not able to avoid and how do you use good communication skills to allow you to handle them in a better way. (16 marks)
Total: [25 marks]
4. a) Distinguish the **FIVE (5)** Steps of Conflict Resolution by John Dewey (1910) for small group problem solution for a business. (10 marks)
- b) Using example in workplace, explain the following EQ terms :
 - i) Self – Aware (5 marks)
 - ii) Empathic (5 marks)

iii) Self – Regulate

(5 marks)

Total: [25 marks]

- END OF QUESTIONS -