

FINAL EXAMINATION

Semester	:	SEPTEMBER 2025 SEMESTER
Programme Name	:	DIPLOMA OF ACCOUNTANCY DIPLOMA IN LOGISTICS MANAGEMENT
Course Code & Name	:	DLEN3023 BUSINESS COMMUNICATION
Duration	:	3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. The 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 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

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

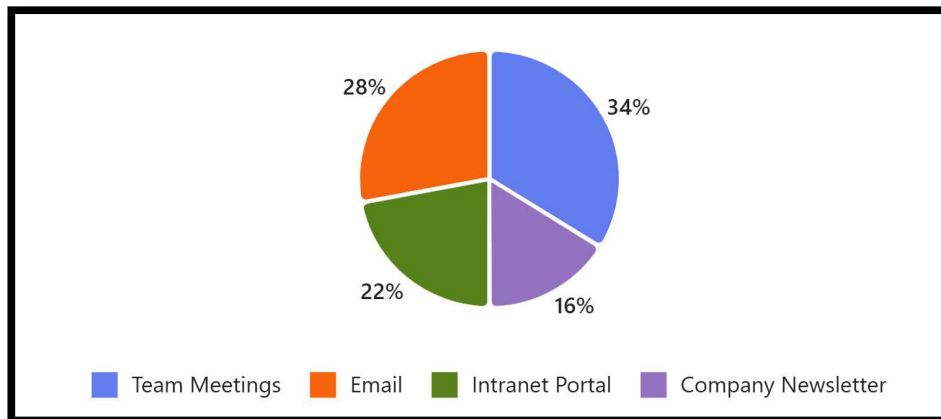
1. You are the administrative executive of a company. Write a formal letter to a client informing them about a delay in the delivery of goods due to unforeseen circumstances. Include:
- Apology
 - Reason for delay
 - New expected delivery date
 - Assurance of service quality

(25 marks)
Total: [25 marks]

2. a) Analyze the text and pie chart titled "*Effectiveness of Internal Communication Channel*" from the Maxis International Pvt Ltd, a successful telecommunication company located in Singapore. The company has good teamwork in managing meetings.

The company managers are coached to prioritize leadership involvement. Leadership should champion a culture of open communication and be the source of key messages. The managers should also maintain consistency. They should ensure messaging is unified across all channels to reinforce the company's identity and values. Managers should also actively seek and respond to feedback. They should regularly ask employees if the communication is effective and use their input to adjust strategies and tools. Finally, managers should set clear goals. Managers should also define what "effective communication" means for your organization, perhaps by using metrics like engagement scores or productivity levels.

Effectiveness of Internal Communication Channels

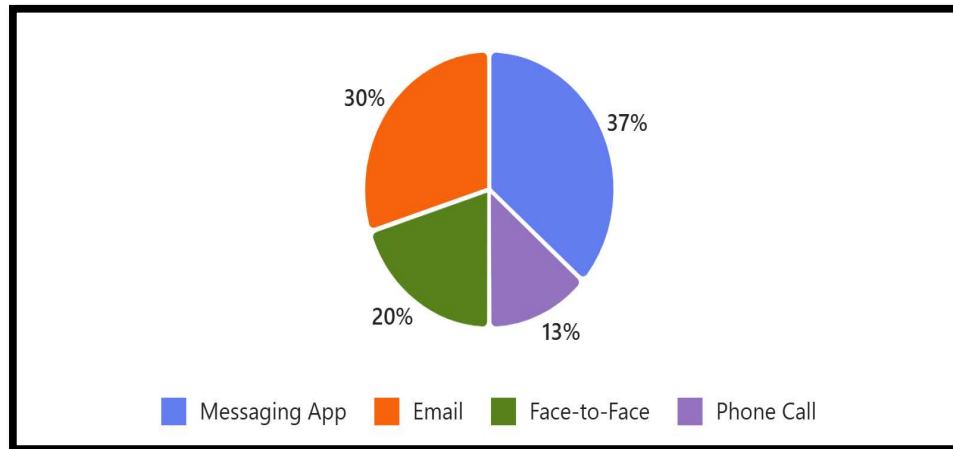


You as an Assistant Manager is assigned to prepare a formal summary. Your formal summary (100–150 words) should include:

- i) Comparison of the most and least effective channels. (6 marks)
- ii) Explain why the company managers are well coached. (8 marks)

- b) A recent internal survey at ABC Corporation analyzed the preferred communication methods among employees. The pie chart shows that Messaging Apps are the most popular, accounting for 37% of communication. Email follows closely at 30%, while Face-to-Face interactions make up 20%. Surprisingly, Phone Calls are the least used, at only 13%. This trend reflects the growing reliance on digital tools for quick and efficient communication, while traditional methods like phone calls are becoming less common.

Preferred Communication Methods



Based on the chart and story, write a short summary (100–150 words) that includes:

- i) The most and least preferred communication methods. (8 marks)
 - ii) One reason why messaging apps might be the most popular. (2 marks)
 - iii) One suggestion to improve the use of phone calls. (1 mark)
- Total: [25 marks]

3. a) List **FOUR (4)** basic dimensions of culture. (4 marks)

- b) Explain High Power Distance with example. (5 marks)

- c) You are an employee requesting work from home two days a week. Your manager believes productivity is higher in the office. Using the Four Steps of Negotiation, describe how you would negotiate this arrangement. (16 marks)
- Total: [25 marks]

4. You are the Customer Relations Manager at Info System, a manufacturing company. One of your long-time clients, Ms. Vijaya Darren, Head of Communication, has raised concerns about the latest manufacturing tools update, stating that it has caused inefficiencies in her team's workflow. Due to these frustrations, she is considering switching to a competitor's platform.

Write a persuasive email to Ms. Vijaya Darren, addressing her concerns and encouraging her to continue using new manufacturing tools.

Your response should be compelling, well-structured, and professional, using persuasive language to reinforce the value of staying with Info System.

(25 marks)
Total: [25 marks]

- END OF QUESTIONS -