



PENINSULA
COLLEGE
GEORGETOWN DK266-03(P)

FINAL EXAMINATION

Semester	:	SEPTEMBER 2025 SEMESTER
Programme Name	:	CERTIFICATE IN BUSINESS STUDIES
Course Code & Name	:	CBS1113 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. a) Explain the abbreviation below and write **ONE (1)** sentence for each abbreviation.

i) ASAP (3 marks)

ii) CEO (3 marks)

iii) FYI (3 marks)

b) Define the business term below and give **ONE (1)** example in sentence for each business term :

i) Analytics (3 marks)

ii) CRM (3 marks)

iii) Revenue (3 marks)

iv) Liabilities (3 marks)

v) Niche Market (4 marks)

Total: [25 marks]

2. a) List and explain **THREE (3)** purposes to write a formal letter. (9 marks)

b) Describe the 5C's of business communication. (10 marks)

c) State **SIX (6)** tips for writing formal business letters. (6 marks)

Total: [25 marks]

3. Your manager has asked you to contact a local high school, inviting their students to participate in a cleaning project organized by your company. Write an email to the Principal of the high school, Mr. Michael, outlining the details of the project and the benefits it offers to the students.

Your email should have the following requirements:

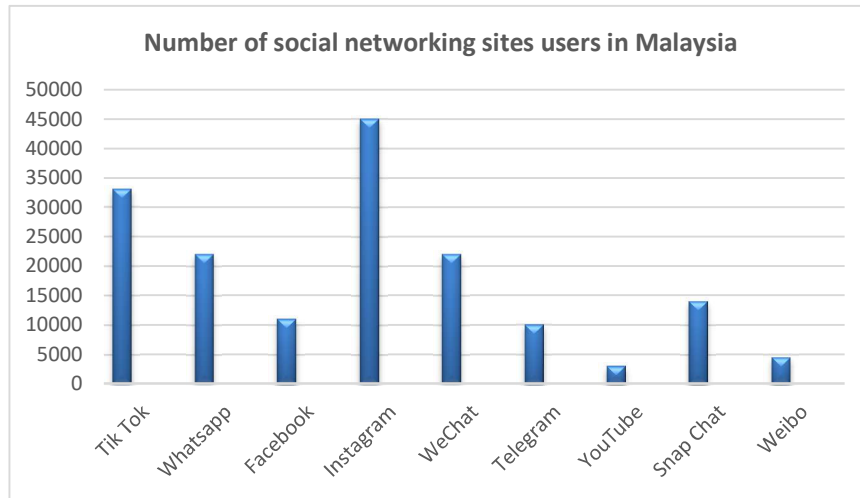
- Proper introduction.
- Provide a clear description of the cleaning project, including its purpose, goals, and any specific activities or initiatives involved.
- Highlight **THREE (3)** benefits for students by participating in the project.
- Call to action by inviting the Principal to support the project by sharing the information with the students and encouraging their participation.

Write your answer in 150 – 200 words.

Total: [25 marks]

4. Your company has recently launched a new tablet and is planning to advertise on social networking sites. As a marketing executive, you have conducted a survey about the common social networking sites used among Malaysian.

Write a report to your manager using the following information and suggest the best social networking site to advertise the new tablet.



Write your answer in 150 – 200 words.

Your report should include the following elements:

- A brief introduction of your report.
- A clear explanation of the data.
- Suggestion on which social networking site to advertise the new product.

Total: (25 marks)
[25 marks]

- END OF QUESTIONS -