



PENINSULA
COLLEGE
GEORGETOWN DK266-03(P)

FINAL EXAMINATION

Semester	:	MAY 2024 SEMESTER
Programme Name	:	DIPLOMA IN BUSINESS STUDIES DIPLOMA IN COMPUTER SCIENCE DIPLOMA IN LOGISTICS MANAGEMENT DIPLOMA IN TRAVEL & TOURISM MANAGEMENT
Course Code & Name	:	DLEN3023 DCS1233 TTM1213 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 6 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) Fill in the blanks using **ONE (1)** of the words or phrases given.

reference	break even	bottom line
emerging	ballpark	necessitate
outsource	mortgage	stagnation
counterproductive	niche	economical
plummet	bottleneck	approach

- i) To determine whether a project will be profitable, you need to calculate the _____ point. (2 marks)
- ii) When a company decides to _____ its production to another country, it can often reduce costs. (2 marks)
- iii) Our market research identified a _____ in eco-friendly products, which presents an excellent opportunity. (2 marks)
- iv) Excessive micromanagement can be _____ and reduce overall productivity. (2 marks)
- v) When the economy experiences prolonged _____, it can lead to increased unemployment and reduced consumer spending. (2 marks)
- vi) The new regulations will _____ changes in our compliance procedures. (2 marks)
- vii) We need to get a _____ estimate of the project's cost before moving forward. (2 marks)
- viii) He couldn't afford the monthly payments on his _____, so he decided to refinance. (2 marks)
- b) Make **ONE (1)** sentence using each of the following words. Your sentence must be more than **EIGHT (8)** words and illustrate the meaning of the words.
- i) incentive (3 marks)
- ii) streamline (3 marks)
- iii) bottleneck (3 marks)
- Total: [25 marks]

2. a) Read the article below about securities exchange. Choose the best sentence to fill each of the gaps. For each gap, mark one letter (**A – G**). Do not use any letter more than once.

The Securities Exchange

When people buy stock, most do so through one of the securities exchanges or market places for stocks and bonds. These marketplaces are commonly called “stock exchanges” and they provide a meeting place for both the buyer and seller. To understand why such securities or stock exchanges are important in the purchase and sale of stocks and bonds, consider what would happen if you, and everyone who wanted to buy or sell securities, had to find your own buyer or seller. (i) _____ More importantly, how would you find out who is interested in selling that stock to you (or buying it from you)?

In order to handle such marketing problems, securities exchanges sprung up. These exchanges are nothing more than locations where stocks are bought and sold. And since there is a common meeting place for these transactions, people who are interested in buying and selling go there or send their representatives. The result is a very systematic market process, where transactions are handled in an orderly manner and the operations are both supervised and regulated by law. (ii) _____

Buying and Selling Securities

The general approach in buying and selling securities, regardless of the exchange where they are purchased, is basically the same. We provide a general picture of how security transactions take place, and for a fuller understanding, we will discuss some of the important terminology and functions of security trading. (iii) _____ How would you go about buying stock in a major corporation? It’s really quite simple. First, you would decide what you want to buy – such as 100 shares of IBM. (iv) _____

Assuming your broker works for a major stock brokerage, the order would be telephoned directly to a company clerk on the floor of the New York Stock Exchange. The clerk would hand the order to a member of the Exchange who is a partner in the brokerage. This individual would then go to the appropriate locale on the trading floor and ask for the latest quote on IBM. Let us say it is “70 to a quarter”. (v) _____

If your broker wants it, a sale can be struck at \$70.25, since the order calls for a purchase at the current market price. More likely, however, your broker will bid \$70.125 and hopes to save you in 1/8 of a point or \$12.5. And it is likely that another broker with the order to sell will show up and accept the bid of \$70 1/8. The two brokers will then initial each other’s sale orders and see that the transaction is relayed to the Exchange employee known as the reporter. The reporter sees that the sale is reported and a few minutes later it will come out on the ticker tape.

Bulls and Bears

What does “a bull” mean? It is a term that is used to refer to an investor who expects prices to rise (vi) _____

Of course, the market will not always rise. Sometimes stocks drop and remain low for extended periods of time. Those investors who expect stock prices to decline are known as “bears”. During the Great Depression, the bears made a great deal of money. While the bulls were “buying long” the bears were “selling short”.

A	How would you know what a fair price for the security is?
B	This means that someone is currently bidding “\$70 for the stock and another party is willing to sell at \$70.25”.
C	How are stocks actually purchased?

D	"Bulls" buy in anticipation of the market going up.
E	In this way, the buyer or seller is ensured that the best price is secured and they are not short-changed or cheated in any way.
F	Then you would place a call to your stockbroker, who would enter an order to buy the 100 shares at the current market price.
G	If the market is going down, the only way to recover your investment is to hang on to the stock and wait for it to come back.

(12 marks)

- b) Read the article below about honesty in job interviews. Choose the best word to fill each gap from **A, B, C** or **D**.

Catching out the Dishonest Candidate

Most personnel managers agree that job interviews are one of the least objective recruitment methods. But the advantages of testing are not going to change the (i) _____ of the interview to employers. The appeal of the interview has everything to do with the (ii) _____ factor.

Most people believe they are a (iii) _____ judge of character and trust their instinctive feelings. We might use some kind of test to aid the (iv) _____ process, but we usually pick a candidate who interviews well, has good (v) _____ and an impressive work record.

But (vi) _____ the candidate lies or is less than completely honest, "This can be a serious problem for employers". (vii) _____ Alan Conrad, Chief Executive at Optimus Recruitment. "The most difficult liars to find are those who (viii) _____ half-truths rather than complete lies." Research (ix) _____ that up to 75 per cent of curriculum vitae are deliberately inaccurate. The most common practice is (x) _____.

Interviews should therefore concentrate on areas of (xi) _____ such as gaps between periods of employment and job (xii) _____ that seem strange. "Focusing on these areas will force candidates to tell the truth or become increasingly (xiii) _____. This is usually when people signal their anger by their body language. Sweat on the upper lip, false smiles and nervous hand movements all picture discomfort."

Conrad does not suggest an aggressive police-style interview technique, but insists that tight inspection of curriculum vitae is absolutely essential. Only by asking the right questions can you confirm the suitability of the candidate or put pressure on those who are being less than completely honest.

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|--------------------------|--------------|------------------|------------------|
| i) A attraction | B discipline | C rules | D regulations |
| ii) A emotion | B feeling | C human | D person |
| iii) A reasonable | B sensible | C substantial | D normal |
| iv) A choice | B selection | C identification | D discovery |
| v) A examinations | B papers | C notes | D qualifications |
| vi) A pretend | B think | C suppose | D fantasise |
| vii) A reveals | B admits | C exaggerates | D explains |
| viii) A say | B tell | C inform | D talk |

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|----------------------------|-------------------------|--------------------------|-----------------------|
| ix) A shows | B predicts | C calculates | D reckons |
| x) A ignorance | B forgetfulness | C omission | D carelessness |
| xi) A error | B incorrectness | C uncertainty | D indecision |
| xii) A descriptions | B advertisements | C interpretations | D routines |
| xiii) A untrue | B illegal | C dishonest | D criminal |

(13 marks)
Total: [25 marks]

3. a) Below are a few situations that Rachel Qiu, a recent graduate, faces. Consider the email etiquette and email functions that you have learned and offer her at least **ONE (1)** piece of advice for the following situations:

- i) Rachel's manager asked her to compile 20 websites related to an event. But the links are too long and she is worried she might accidentally erase something in the links. (2 marks)
- ii) Rachel just completed the request from a client, but it is now 1:00 AM midnight. She wants to make sure the client receive the email first thing tomorrow but she also does not want to disturb the client now. (2 marks)
- iii) Rachel will be visiting her grandma in Australia soon for 15 days. She has applied for annual leave but is slightly concerned that her colleague might be wondering why is she not answering her emails while she is away. (2 marks)

b) Describe how the principle of 'liking' can be used to market a product. (3 marks)

c) Imagine that you have received a job offer. You would like to join the company, but the offer is below your expectations. Describe what you could do in each of the **FOUR (4)** steps of negotiation. (12 marks)

d) Offer **TWO (2)** tips to a friend who is working with an insecure boss. (4 marks)
Total: [25 marks]

4. You are the Marketing Manager at FinTech Solutions, a mid-sized technology company specializing in financial software. Your company has recently developed a new software product called "FinancePro" designed to help small businesses manage their finances more efficiently.

Write a persuasive email to a potential customer, Mr. John Smith, the owner of a small retail business called "Smith's Essentials". Your email should include the following elements:

- Subject Line - Create a compelling subject line that captures Mr. Smith's attention.
- Introduction - Introduce yourself and FinTech Solutions briefly, and state the purpose of the email.
- Body - explain the features and benefits of FinancePro, highlight how it can solve common financial management problems faced by small retail businesses, and use persuasive language and provide evidence or testimonials to support your claims.
- Call to Action - End with a clear and compelling call to action, encouraging Mr. Smith to take the next step (e.g., sign up for a free trial, schedule a demo, or contact you for more information).

Total: [25 marks]

- END OF QUESTIONS -