



FINAL EXAMINATION

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 the accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

(This booklet contains 5 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) Choose the correct answer.
 - i) What does communication involve? (2 marks)
 - A. Neither a sender nor a receiver
 - B. Only a sender
 - C. Only a receiver
 - D. Both a sender and a receiver
 - ii) What is the main purpose of communication? (2 marks)
 - A. Sharing meaning
 - B. Understanding
 - C. Transmitting information
 - D. All of the above
 - iii) Which of the following type of communication is involved in face-to-face conversations, phone calls and video conferences? (2 marks)
 - A. Body language
 - B. Written communication
 - C. Verbal communication
 - D. Nonverbal communication
 - iv) Which of the following communication channels typically consist of nonverbal communication? (2 marks)
 - A. Face-to-face conversations
 - B. Phone calls
 - C. Video conferences
 - D. Emails, memos and reports
 - v) Why is it concerning to have communication barriers? (2 marks)
 - A. It can lead to missed opportunities
 - B. It can lead to legal consequences
 - C. It can cause physical harm
 - D. It can result in financial loss
 - vi) Who can communication barriers occur between? (2 marks)
 - A. Individuals, groups or organizations
 - B. Only organizations
 - C. Only individuals
 - D. Only groups
 - vii) What can cultural barriers lead to? (2 marks)
 - A. Physical distance between individuals
 - B. Miscommunication and misunderstanding
 - C. Technology advancement
 - D. Agreements and harmony
 - viii) What are cultural clashes? (2 marks)
 - A. Barriers caused by physical distance between individuals
 - B. Disagreements or conflicts caused by differences in beliefs and values
 - C. Conflicts caused by technological issues
 - D. Misunderstandings due to language differences

- ix) Which type of formal business letter is used to request information or ask about a product or service? (2 marks)
- A. Letters of application
 - B. Letters of recommendation
 - C. Letters of complaint
 - D. Letters of inquiry
- x) Which type of formal business letter is used to endorse a person or company? (2 marks)
- A. Letters of complaint
 - B. Letters of recommendation
 - C. Letters of inquiry
 - D. Letters of application
- b) Determine whether each of the following statements is true or false.
- i) The functional resume format focuses on personal characteristics, skills, abilities, and work experience. True/False (1 mark)
- ii) Jargon refers to the use of everyday language and terms that are easily understood by everyone. True/False (1 mark)
- iii) The chronological resume format is best suited for students and entry-level workers. True/False (1 mark)
- iv) Individuals find it easy to absorb and process large amounts of information without experiencing any challenges. True/False (1 mark)
- v) Time constraints can hinder effective communication by limiting opportunities for thorough discussions and complete information exchange. True/False (1 mark)

Total: [25 marks]

2. a) What is a physical barrier? (2 marks)
- b) Give **TWO (2)** examples of physical barrier? (2 marks)
- c) What is the purpose of formal business letters? (2 marks)
- d) List down **THREE (3)** tips for writing formal business letters. (3 marks)
- e) Provide **FOUR (4)** aspects on how to use written communication and oral communication effectively. **EXPLAIN** your answer. (8 marks)
- f) To show comparison between Application letter and Cover Letter, list down **FOUR (4)** criteria for Application letter and **FOUR (4)** criteria for Cover letter (8 marks)
- Total: [25 marks]

3. Your manager has asked you to contact a local high school, inviting their students to participate in a community service project organized by your company. Write an email to the Principal of the high school, Mr. Johnson, 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 community service 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 – 250 words.

Total: [25 marks]

4. You are a business owner who has recently received a shipment of faulty products that are broken from a handmade crafts and decor supplier called Homey Crafts & Co. You need to write a formal letter (complaint letter) to the supplier to request a refund and to request that they improve their quality control processes to ensure that this does not happen again.

Your letter should include the following elements:

- An opening that states your purposes for writing.
- A clear explanation of the problem with the shipment.
- A request for a refund and any other compensation you may be entitled to.
- A request that the supplier improve their quality control processes.
- A closing that thanks the supplier for their attention to the matter and states your expectation for a prompt response.

Total: [25 marks]

- END OF QUESTIONS -