



**PENINSULA**  
**C O L L E G E**  
GEORGETOWN

## FINAL SEMESTER EXAMINATION

Programme	:	<b>DIPLOMA IN E-BUSINESS TECHNOLOGY DIPLOMA IN BUSINESS STUDIES DIPLOMA IN LOGISTICS MANAGEMENT</b>
Course	:	<b>BUSINESS COMMUNICATION</b>
Course Code	:	<b>DEB1313   DLEN3023</b>
Duration	:	<b>3 HOURS</b>

### 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 7 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
<b>Total</b>	<b>/ 100</b>

Answer **ALL** questions on the separate sheet provided.

**[100 marks]**

1. a) Fill in the blanks using **ONE** of the words given.

cost-effective	cash cow	potential
outsource	economical	sceptical
streamline	deficit	headhunter
break even	surplus	qualifications
impact	skyrocketed	drawback

1. Many experts remain \_\_\_\_\_ about his claim that the property market is going to crash.
2. It's not \_\_\_\_\_ to heat the whole building if only three people are working here.
3. The studios discovered that movie rentals were an even bigger \_\_\_\_\_ than movie tickets.
4. House prices have \_\_\_\_\_ in recent months.
5. Leading organizations use software to \_\_\_\_\_ their workflow.
6. Some companies \_\_\_\_\_ to cheaper locations to cut costs.
7. We'd have to sell 2000 copies of the book to \_\_\_\_\_.
8. No formal \_\_\_\_\_ is required for the work - you'll get on-the-job training.

(16 marks)

b) Make **ONE** sentence using each of the following words. Your sentence must be more than **EIGHT (8)** words and illustrate the meaning of the words.

1. recession
2. mortgage
3. per capita

(9 marks)

Total: [25 marks]

2. a) Read the text and choose the best answer **A, B, C** or **D** for each question.

## **The Axe Effect**

When Unilever wanted to launch its AXE deodorant spray for men in the United States, it combined young men's natural interest in pretty girls with the attraction of a great house party. The idea was simple: boy buys AXE, boy meets girl, boy smells nice, girl likes boy.

The product, which was already popular in other parts of the world, was launched in the United States with a powerful promotional plan to make it appeal to American male youth culture. Using the slogan 'the AXE effect', the company used a number of marketing ploys to bring the product to the attention of the public. These included playing an online game, free samples of the deodorant handed out by attractive female models in retail stores, point-of-sale displays, media advertising and public relations (PR), all of which hyped the centrepiece of the promotion: a once-in-a-lifetime party at a Florida mansion.

Unilever began by direct-mailing millions of college students and young males aged between 11 and 24. They received three samples and information about the event, which was advertised as the AXE House Party: crowds of attractive people, rock stars and a beach house. A radio advertising campaign and online publicity called for young men to log on to the Internet to play a video game on the AXE website. Participants had to apply their dating skills to score points. If the player reached a certain level, he entered a lottery to win a trip to the party.

AXE focused on the intrigue and discovery of the party. Leaflets similar to ones made for a party by a group of college students were posted in relevant locations such as men's toilets at nightclubs. There were also print ads in *Rolling Stone* and *Spin* magazines.

'It was all about getting into the mind of the 20-something guy' says Mary Drapp, Manager of Strategic Alliances and Sponsorships for Unilever. And they succeeded in doing more than that. Their website received more than 943,000 hits, or 20% more than the goal. Some 100 lucky young men were flown in to attend the party, held near Miami. Hundreds of young people were invited to dance and enjoy musical acts by well-known rock bands. Guests could use the pool, go to a game room or play air hockey, cards or billiards.

The party was filmed and made into an hour-long show broadcast on TNN. 'To our knowledge, nobody has ever taken a consumer promotion and turned it into a television show,' says Steve Jarvis, the marketing consultant for AXE. 'That was something completely original.' After the party, AXE continued to capitalise on the event. Some 500,000 special packs went on sale in retail stores, offering two cans of the deodorant spray with a free AXE house-party CD that featured songs from the artists who had appeared at the party.

Following the promotion, results included a 22% increase in general brand awareness among males aged 11 to 24 and a 3.0% to 3.7% increase in antiperspirant and deodorant market share.

adapted from *Promo*

1. Who were the target audience in Unilever's promotional campaign?
  - A young women
  - B young men
  - C men of all ages
  - D men and women
  
2. How did people get an invitation to the house party?
  - A by receiving direct mail
  - B by answering an advertisement
  - C by applying through an internet site
  - D by participating in a game
  
3. What was the aim of the publicity for the party?
  - A to show an exotic location
  - B to improve men's dating skills
  - C to excite people's curiosity
  - D to show people they needed AXE
  
4. According to Mary Drapp, what was the aim of the promotional campaign?
  - A to increase brand awareness
  - B to encourage people to visit the website
  - C to change the target customers
  - D to show the effectiveness of the product
  
5. What was unique about the promotion of AXE?
  - A the house party
  - B the television programme
  - C the free CD
  - D the use of the Internet
  
6. What was the effect of the marketing campaign?
  - A Twenty-two per cent more people knew about AXE
  - B Sales for AXE increased by 22%
  - C An increase in the percentage of young men who knew about AXE
  - D Brand awareness rose to 3.7%

## Should you consider an international franchise?

*By Ryan Underwood*

In Southern California, Jeffrey Adler oversees three trendy, modern Dlush 'beverage joints' serving coffee, tea, and doughnuts. Things changed a few years ago, after the wealthy Alghanim family contacted Adler about developing the Dlush concept in Kuwait and other areas in the Gulf.

Adler found the proposal interesting: it would give Dlush an immediate cash infusion of several hundred thousand dollars, long-term income from a percentage of the gross revenue, and an immediate international presence. There are now seven Gulf Dlush stores, but it has proved more complex and more time-consuming than he first imagined.

In a recent survey of franchise businesses, more than 75 per cent of companies said they were planning new international projects. This is partly explained by basic economic trends, says Scott Lehr, Vice-President of Development for the International Franchise Association. As western businesses cope with tight lending markets and a weak economy, many emerging economies have strong consumer demand, as well as investors with plenty of capital. Lehr says increased international travel plus cheaper, easier communication technologies have facilitated international deals.

When a lucrative overseas deal suddenly emerges, it's important that company owners do not lose their heads, says William Edwards, CEO of Edwards Global Services. "You have to look at where it makes sense to go, not just where there's a deal," says Edwards. "Think of this as an investment, because you'll be spending resources in terms of time, support, and actual costs."

The first thing any company considering a foreign franchise agreement should do is secure the brand's trademark, says Edwards. Otherwise, a potential investor could soon turn into a troublesome copycat. Once an agreement is in place, business owners need to get heavily involved in helping the international franchisee accurately replicate the company's core concept. That includes helping the new franchise set up a supply chain, as well as laying out guidelines about product quality, the retail experience, and the prices. "The biggest challenge we see for small franchise business is to avoid losing control of their brand," Edward says.

Adler worries that the fresh, youthful atmosphere of Dlush's southern California locations can't really be duplicated in the Middle East, where the culture is more conservative. "It really has to stay toned down," says Shady Badawi, Director of Operations for Dlush's Middle East franchises. "The brand has been well accepted here. It's young – it's fresh and trendy."

But Adler's main concern is that the Middle Eastern outlets have taken a lot of his time – and shifted his focus away from building the Dlush brand at home. When Adler meets with potential new investors, he says, they often find Dlush's international venture intriguing, but they ask "What else could you have been doing in the U.S. with your time and attention?"

Still, for Adler the benefits of the franchise arrangement are clear, especially the solid revenue stream the Middle East stores have provided. Also, the Kuwait team developed a smaller kiosk version of the Dlush store that Adler hopes to eventually roll out to U.S. movie theaters, fitness centers, and college campuses. Adler says the experience has forced him to think about how to tailor the Dlush concept for areas beyond the West Coast.

*adapted from Inc Magazine*

7. Why was Adler interested in the Alghanims' offer?
- A It would subsidise his other operations.
  - B It would bring benefits straightaway.
  - C It would give him the opportunity to travel.
  - D It would satisfy one of his long-term ambitions.
8. According to Scott Lehr, why do western franchises find emerging economies attractive?
- A Their costs are lower in emerging economies
  - B Their target customers tend to live in the main cities.
  - C They provide a healthier business environment.
  - D They can borrow money more easily for these investments.
9. What advice does William Edwards give company owners about overseas deals?
- A Avoid signing contracts with overseas investors.
  - B Invest plenty of money in the new venture.
  - C Appoint people you trust to run the venture.
  - D Choose locations which suit your business.
10. According to Edwards, companies should secure trademarks in order to
- A prevent imitations.
  - B protect the quality of their products.
  - C support their franchisees.
  - D ensure franchisees receive supplies.
11. What worries Adler about Dlush's brand identity in Middle East?
- A It will be hard to attract the right customers.
  - B It will conflict with the different way of life.
  - C It will be difficult to build brand awareness.
  - D It will be difficult to keep it the same.

(22 marks)

12. Based on the above passage, would you like to be a franchisee? State your point of view and provide **TWO (2)** reasons.

(3 marks)

Total: [25 marks]

3. a) List **THREE (3)** email functions that you can use in business communication. State **ONE (1)** situation that is appropriate to use for **EACH** function. (6 marks)
- b) Suggest **TWO (2)** email etiquette that one should remember in business communication. (4 marks)
- c) Your boss, Benedict Teoh, wants you to invite the senior management of your company to the opening of the company's new factory in Singapore. Use his notes to write the invitation.

Factory opening – February 5 (10:00 am) Opportunity to see new equipment in action Reply before January 12 As soon as reply received – details of event, location and hotel
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(15 marks)

Total: [25 marks]

4. a) Imagine you have a Korean friend, Kim Seo-yoon, who is joining a Switzerland company in two months as an employee. She has only been employed in Korea and has never travelled outside of Korea. You understand that there are many cultural differences between the two countries – Korea and Switzerland.

As a kind gesture, write an email to your friend to suggest **FIVE (5)** cultural differences in the workplace that she should be aware of and suggest **ONE** way to cope with **EACH** of them.

Total: [25 marks]

**- END OF QUESTIONS -**