



PENINSULA
COLLEGE
GEORGETOWN

FINAL EXAMINATION

Programme Name	:	DIPLOMA IN BUSINESS STUDIES DIPLOMA IN LOGISTICS MANAGEMENT DIPLOMA OF ACCOUNTANCY DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT
Course Code & Name	:	DLEN3023 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 the 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** of the words given in the correct form.

franchise	niche	impact
necessitate	sceptical	break even
cost-effective	mortgage	economical
soared	drawback	transform
streamline	per capita	deficit

- i) Reduction in government spending will _____ further cuts in public services. (2 marks)
- ii) Share prices have _____ to a new all-time high in a day of frantic trading on the stock market. (2 marks)
- iii) They found a _____ by selling their line of leather goods through small boutiques that could offer personalized service. (2 marks)
- iv) They were forced to give up their home because they couldn't pay the _____. (2 marks)
- v) The annual _____ disposable income of Chinese farmers in 2022 increased to 20,133 yuan (US\$2,955 or RM12,846), surpassing the milestone of 20,000 yuan (RM12,745) for the first time. (2 marks)
- vi) More and more companies found it hard to _____ due to increasing costs. (2 marks)
- vii) Many believe that artificial intelligence will _____ the way we work, study and do business. (2 marks)
- viii) The company expanded rapidly during the 1980s by means of _____. (2 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.

- i) promising (3 marks)
- ii) economical (3 marks)
- iii) outsource (3 marks)

Total: [25 marks]

2. a) Read the text and choose the best answer **A, B, C** or **D** for questions (i) to (vi) and write your answer for question (vii).

From satisfaction to loyalty

Just how do you make satisfied customers into loyal customers? Dr Jodi Simco and Dr Mark Royal of Hay Group, a global management consulting firm, explain the link they've found between business culture, employee loyalty, customer loyalty and revenue growth.

'First, it's important to ask ourselves just what our definition of customer loyalty is,' Simco says. 'And based on our research, we've found that it's when your customers have a strong bond with you and come back to you time and time again. They view you as the provider of choice. So they're not just looking for the lowest-cost vendor. They're going to come back to your company and not only use your current products and services, but they may start using some new ones which they then recommend to others.'

Simco identifies two factors that decide whether satisfied customers will become loyal ones: the outcome that customers experience and the process by which they receive it. 'We've all bought cars, and the car might be the most wonderful car, so the outcome was positive,' Simco says. 'But we might decide not to go back to the car dealership because they were annoying to work with. In this case, the process was negative.' People, in the form of employees, are part of that process, she explains, and 'people are your key competitive advantage. It's your people who developed those relationships with your customers, and you really need to focus on them.'

Furthermore, when it comes to convincing people in your organisation of the impact that customer loyalty can have on your bottom line, the business case for building loyalty is quite simple. 'None of us is surprised that loyal customers are going to repurchase at two to four times the rate of just purely satisfied customers,' she says. 'And they're going to enthusiastically recommend your company to others. So they can serve as your best marketer. Loyal customers are also willing to pay more for your services.'

Hay Group has identified a few primary factors about a company that can make the difference between customer satisfaction and customer loyalty. 'The top factor is value: "Is this company's product or service having a positive impact on my business? Do I have a strong return on investment?" Ease of doing business is a big thing, too,' says Simco. 'Are you easy to do business with, or are you problematic? Finally, your people are important, in terms of whether they show responsiveness, integrity, trust and professionalism.'

'In today's marketplace, where most organisations are facing global competitors and a rapid flow of information, it's hard to be different from your rivals because best practices spread across an industry very rapidly,' Royal says, 'But it's much harder for your competitors to duplicate a successful organisation that consists of a lot of highly motivated, highly engaged people who are focused on the customer, and this provides real opportunities for competitive advantage.'

For employees to deliver excellent customer service, Royal says, there are three key ingredients. 'First, there needs to be a strong focus on teamwork. We find that in organisations where employees perceive strong levels of teamwork, there tends to be a much higher level of customer satisfaction. The second ingredient is training: if we want people to drive high levels of customer satisfaction, we have to make sure they have the skills to deliver them. And the third ingredient is empowerment, which means that organisations need to empower employees to make decisions and take risks in carrying out their job roles.'

adapted from LOMA.org

- i) What produces customer loyalty, according to Simco in paragraph 2?
- A** The price of the product
 - B** The quality of the product
 - C** The relationship with the supplier
 - D** The recommendation of friends
- (2 marks)
- ii) What, according to Simco in paragraph 3, is the key factor in making a company better than its rivals?
- A** A superior product
 - B** Good-quality staff
 - C** Good value for money
 - D** Good procedures for dealing with customers
- (2 marks)
- iii) In paragraph 4, what is given as the main benefit of having loyal customers?
- A** It improves the company's image.
 - B** It increases profits.
 - C** It is easier than finding new ones.
 - D** They will accept higher prices.
- (2 marks)
- iv) What, according to Hay Group, is the main factor which changes customer satisfaction to customer loyalty?
- A** Your customer does not have problems doing business with you.
 - B** Your customer gets what he asks for.
 - C** Your customer has confidence in you.
 - D** Your customers' own business becomes more profitable.
- (2 marks)
- v) Why does Royal believe it is difficult for companies to be different from their competitors?
- A** Their competitors can quickly imitate them.
 - B** Their competitors are spread all over the world.
 - C** Employees in different companies are equally hard-working.
 - D** Most companies nowadays are customer-centred.
- (2 marks)
- vi) Which of these does Royal say is an essential characteristic of a good employee?
- A** They enjoy working alone.
 - B** They are naturally good at dealing with customers.
 - C** They consult their superiors before taking decisions.
 - D** They take responsibility for their actions
- (2 marks)
- vii) According to the text above, why is customer loyalty important? (1 mark)

- b) Read paragraphs (A – D) and look at descriptions (i – vi). Match the paragraphs with each description.

For each description (i – vi), mark one letter (A, B, C, or D) on your answer sheet. You will need to use some of these letters more than once.

- A** When Diesel launched its 'Be Stupid' campaign to encourage consumers to take risks and move beyond the smart and sensible life, the viral video got everyone's attention. Word got around, and the video stacked up to 700,000 views on YouTube, even though it was criticised widely in the media. 'Going viral' is the new watchword for clothing brands. Most, if not all, have gone digital, and Levi's now seems to be doing the same.
- B** At the launch of Denizen, its low-cost brand, in India, Levi's has brought in what they call the 'Denizen 8', a team consisting of a software developer, a media planner, a property consultant, an app developer, a writer and a student, all aged between 18 and 28. 'We're getting eight denim lovers from all over the country to become our brand ambassadors,' says Sanjay Purohit, MD, Levi Strauss India. Eight might not seem to be a very large number in a country of millions, but this team aren't just ordinary brand ambassadors. The brand has them activated on the social media space. They blog about the brand and how the brand makes them feel.
- C** The launch of Denizen in China last month was the first time that Levi's has moved outside the United States for the global launch of a brand. Levi's has been known for its strength in the premium and super-premium denim price segments and is now keen on expanding the price ladder lower to prevent consumers from crossing over to competitors. Through Denizen, the company seeks to attract the 18 – 28 age group with affordable pricing. 'We are targetting consumers who are just out of college or have taken on their first jobs and want a brand that could fit into their lifestyle and budget needs. It made more sense to launch Denizen in emerging markets, particularly in Asia first,' said Tod Gimbel.
- D** Denizen is the first clothing brand to have been built for the digital medium, as most of its target group uses social media, the Internet and mobile. India, being among the three largest markets for Levi's in Asia, is also a market where denim is the fastest-growing clothing category, producing 35 to 40 million pairs a year. With work environments becoming more casual, for the younger generation, denim is the clothing of choice. These consumers are typically young, middle-class, probably the first generation to be university educated and the first to work in a foreign multinational.

adapted from The Economic Times

- i) A market which can't be ignored (2 marks)
- ii) A marketing strategy which attracted negative comments (2 marks)
- iii) A new location for bringing a new product to market (2 marks)
- iv) A product which can now be worn in the office (2 marks)
- v) A strategy to keep customers loyal (2 marks)
- vi) Advertising that suggested that people should change their behaviour (2 marks)

Total: [25 marks]

3. a) Suggest **TWO (2)** email etiquette that one should remember in business communication.

(4 marks)

- b) List **THREE (3)** principles of persuasion by Robert Cialdini and provide **EACH** with **ONE (1)** example of how they can be applied in business or at the workplace.

(6 marks)

- c) Your manager has asked you to contact a local college, inviting their students to apply for a three-month work placement in your company.

Write an email to the Principal of the college, Dr Emily Khoo:

- Introduce your company and the idea of the placement
- Describe what work the placement would involve
- Explain what skills and qualities the successful applicant should have
- Say how the placement would benefit the applicant

Write your answer in **150 – 250** words.

(15 marks)

Total: [25 marks]

4. Imagine you have a Thai friend, *Somchai*, who is joining a Spanish company in two months as an employee. He has only been employed in Thailand and has never travelled outside of Thailand. You understand that there are some cultural similarities but also differences between the two countries – Thailand and Spain.

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

Total: [25 marks]

- END OF QUESTIONS -