



PENINSULA
COLLEGE
GEORGETOWN

FINAL EXAMINATION

Programme Name	:	DIPLOMA IN LOGISTICS MANAGEMENT DIPLOMA IN COMPUTER SCIENCE DIPLOMA IN BUSINESS STUDIES DIPLOMA IN E-BUSINESS TECHNOLOGY DIPLOMA OF ACCOUNTANCY DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT
Course Code & Name	:	DLEN3023 DCS1233 DEB1313 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 8 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 or phrases given in the correct form.

cash flow	per capita	soar
cash cow	bottom line	plummet
ballpark	competitor	competitive advantage
career	outsource	downsize

- i) Last week, the company unveiled plans to close two factories and _____ production to Eastern Europe. (2 marks)
- ii) We'll have to cost this more carefully, but as a _____ figure I'd say that it'll be about two million dollars. (2 marks)
- iii) House prices have _____ in recent months. This flat is now worth 30% less than it was three months ago. (2 marks)
- iv) Effective management of _____ is crucial for small businesses to ensure they have sufficient funds to cover operational expenses, invest in growth opportunities, and maintain a healthy financial position. (2 marks)
- v) The company had to _____ its workforce in response to the economic downturn, resulting in the reduction of several departments and job positions. (2 marks)
- vi) John's decision to pursue a _____ in medicine was driven by his passion for helping others and making a positive impact on people's lives. (2 marks)
- vii) The government allocated a significant portion of the budget to healthcare, aiming to enhance _____ healthcare expenditure and ensure better access to quality medical services for all citizens. (2 marks)
- viii) The company's innovative product design and superior manufacturing capabilities provide it with a strong _____ over its rivals in the market. (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) recession (3 marks)
- ii) incentive (3 marks)
- iii) counterproductive (3 marks)

Total: [25 marks]

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

Ethics count

Bored with lining your boss's pocket? Want to work for a company you feel is doing some good in this world? Join the club. Research shows that nowadays employers' ethics are often the deciding factor when someone opts for a particular post. Increasingly, companies in Britain are responding to this situation by drawing up codes of ethics so that current and prospective staff can see how seriously they take their moral responsibilities. A typical code will address corporate policy towards its various stakeholders: employees, shareholders, customers, suppliers and the wider public. Standards relating to suppliers frequently include a commitment to ensuring that there is no child labour at any stage of the supply chain, and that wages and working hours are reasonable.

As part of their code, some companies, including chain store Marks & Spencer, have joined the Ethical Trading Initiative (ETI), 'a membership body that exists to set standards for labour within supply chain,' explains David Steele, its Information Officer. Other employers send inspectors on regular visits to check the ethical standards and practices of all their suppliers of goods and services – whether in east London or the Far East.

Nevertheless, research also shows that some employers write a code of ethics simply to enhance their image. Upon closer inspection, there may be little real commitment. 'That's why candidates who care about ethical issues should ask at the interview stage not only whether there is a code, but whether they can see it,' advises Rachel Ormond, an academic researcher in ethics and employment, 'It should exist in document form, and in many cases it is now included on the company website.'

You might also want to ask whether your prospective employer encourages staff to get involved in giving something back to society,' she adds. Employees sometimes do voluntary work, for example, either wholly or partly in company time, and usually on projects initiated by the company. The financial services provider Zurich send staff on one-month secondments to help with projects in India. Marks & Spencer sets up 100-hour part-time secondments for staff who want to get involved with local community projects.

However, it is not only in order to present themselves as caring employers that companies are becoming increasingly concerned about ethical issues. Professor Malcom Mcintosh of Warwick University Corporate Citizenship Unit explains that in our rapidly changing world, organisations need to have values. Now, he says, business have to take responsibility for each matters as human right, environmental impact and social responsibility. 'Business does not operate in a vacuum. The rules of the game are such that we have to be aware of all stakeholders, customers, staff and the communities in which companies operate. You can't make money unless you understand people's values.'

- i) In paragraph one, why does the writer say some companies are introducing codes of ethics?
- A** to help attract new employees.
 - B** to encourage their staff to behave ethically.
 - C** to prove to suppliers that they treat their staff well.
 - D** to help improve their employees' working conditions.
- (2 marks)
- ii) The Ethical Trading Initiative's objective is to
- A** advise companies about ethical issues and check on ethical standards.
 - B** ensure acceptable pay and working conditions for everyone involved in producing goods.
 - C** improve the quality of goods sold by its members.
 - D** make sure suppliers behave ethically.
- (2 marks)
- iii) David Steele believes people are more aware of ethical issues nowadays
- A** because of the efforts of the organisation he works for.
 - B** because of media coverage of these issues.
 - C** because some well-known companies have drawn up codes of ethics.
 - D** because they buy goods from foreign suppliers over the Internet.
- (2 marks)
- iv) Job candidates should ask to see a company's code of ethics because
- A** some companies haven't yet written one.
 - B** the company may be pretending to have one.
 - C** it may not be posted on the company's website.
 - D** the company may not really care about ethical issues.
- (2 marks)
- v) Some companies now encourage their employees
- A** to do charity work in their spare time.
 - B** to go abroad in order to get job experience.
 - C** to help people during their working hours.
 - D** to work for one month in the local community.
- (2 marks)
- vi) According to Professor McIntosh, paying attention to ethical issues will
- A** help companies adapt to a changing world.
 - B** teach companies social responsibility.
 - C** improve companies' public image.
 - D** help companies stay profitable.
- (2 marks)

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

Conflict management

Knowing how to handle conflict is an important professional skill. Conflict at work can affect the motivation and well-being of staff and create unnecessary distractions and stress. People with conflict management skills resolve disagreements quickly and effectively, enabling effective teamwork and maximum productivity. Successful conflict management also helps to create an atmosphere in which individuals can learn from others, develop their talents and think creatively. Conflict management can be challenging, but people who do it well are highly valued by their colleagues and companies.

Fight or flight

When conflict arises, we can often see nature's fight-or-flight response – either attacking the enemy or running away. The 'fight' reaction is when people start to prepare themselves for an argument. But by getting aggressive, they might not only damage their relationships but also miss the chance of growing through constructive feedback.

The 'flight' response involves ignoring the issue altogether. People suppress their feelings, hide disagreements and pretend that everything is fine when it is not. However, the conflict remains unresolved and the problem gets worse. So how can we go beyond our immediate reactions to make conflict a source of trust-building and development? Here are eight tips to help us manage conflict successfully.

1. Consider the best time and place for the conversation.

While it is important to talk about the issue, doing it in the wrong place and in front of the wrong people can result in embarrassment and an inability to truly listen. If possible, make an appointment to sit down and talk through the issue with the people involved.

2. Assume positive intentions.

If you walk into a conversation assuming that you're not liked or that you're going to be attacked, you'll most likely spend that time defending yourself and feeling angry and hurt. Remember that you're going through this process because people want to resolve the issue and get along. So start by assuming that their intentions are positive and that the things they are going to say are for the good of the team. This will allow for an open conversation that aims to improve the situation rather than make it worse.

3. Make sure it's a two-way conversation.

A conversation is not a monologue. It is not a chance for one party to list all the things they are angry and unhappy about without letting the other person react. A real conversation allows all parties to share their perspectives and collaborate to find a satisfactory way forward. If you find yourself in a monologue, stop and ask some questions.

4. Listen and be open to change.

Many of us think we listen but instead are simply waiting for our chance to respond. Put your thoughts aside for the moment and truly listen when the other person is speaking. Growth and development are only possible if you allow their words to change you.

5. Be specific about the issue and the impact.

It's easy to generalise and make broad accusations, for example using statements such as You always ... or You never ... However, this often results in a defensive response. Instead, be specific about what the issue is, give examples and be clear about the impact of the problem. Be as objective as you can and avoid personal attacks.

6. Don't bring up the past.

Some of us feel the need to bring up less relevant past events to gain an advantage over our conversation partner. This can make people feel defensive and distract everyone from the main point of the conversation. Try to focus on the main issue and how to make things better.

7. Take responsibility for your part in the problem.

We are not perfect and we make mistakes. Consider how you might have contributed to the problem and take responsibility for it. This not only demonstrates your desire to work as a team but also shows that you are not just looking for an opportunity to blame the other party.

8. Focus on the future.

Conversations about conflict are often focused on what shouldn't have been and what could have been done. Instead, focus on the future. What steps can you take to resolve the problem? How can you avoid this happening again? With careful management, conflicts can help us make the most of our differences and find a way of working together successfully.

i) Conflict at work can ...

- A** make people feel negative and stressed.
- B** help staff develop.
- C** be difficult to manage.
- D** All of the above.

(2 marks)

ii) People who choose to maintain the peace and 'fly' from conflict tend to ...

- A** get defensive.
- B** not resolve the conflict.
- C** openly deny any accusations.
- D** manage the conflict well.

(2 marks)

iii) By making an appointment to discuss the issue, we can ...

- A** avoid making people who do not need to be a part of it.
- B** choose a time when all parties feel angriest with each other.
- C** choose a place where there are soft cushions so that no one will get hurt if a fight breaks out.
- D** prepare our attack in advance and bring all the evidence we need.

(2 marks)

iv) When managing conflict, the writer suggests that we should ...

- A** bring up the issue whenever we start to feel angry about it.
- B** focus on talking about and elaborating our own perspective on the problem.
- C** believe that people have good intentions and want the best for everyone.
- D** arm ourselves with lots of examples of things the other person has done wrong in the past.

(2 marks)

- v) According to the advice in the article, we should say things like ...
- A** 'You never offer any help.'
 - B** 'What you did made Paul feel undervalued.'
 - C** 'I've heard you're a very negative person and now I see it's true.'
 - D** 'I don't want to hear your side of the story. I already know it.'
- (2 marks)

- vi) By taking responsibility for our part in the problem, we can ...
- A** show that we are perfect.
 - B** blame ourselves before they blame us.
 - C** pretend to share the blame and avoid the real issue.
 - D** show that we value teamwork and collaboration.
- (2 marks)

- vii) In your opinion, which of the eight tips to manage conflict is most useful to you? Justify your answer.
- (1 mark)

Total: [25 marks]

3. a) Below are a few situations that Freddie Cheung, a recent graduate face. Consider the email etiquette and email functions which you have learned and offer him at least **ONE (1)** piece of advice for each situation.

- i) He completed an important report at 12:00 midnight. He is not sure if he should email his boss now. (2 marks)
- ii) He noticed that he sometimes has typos in his email, but he usually only noticed them after he has sent out the email. (2 marks)
- iii) He received an email from a colleague that made him quite emotional. He is not sure if he should email back immediately or talk to the colleague. (2 marks)

- b) Imagine you are a marketing officer of a shoe company – ClimbGO. You were asked to come up with marketing strategies for a new series “FlyingHigh”.

State **THREE (3)** principles of persuasion by Robert Cialdini and elaborate **EACH** with **ONE (1)** example of how they can be applied to market the products.

(9 marks)

- c) Imagine you are a manager at BlueReef Hotel. You received a complaint from a guest, Ms Helen Swee, who mentioned that the room was dirty and the breakfast was not ready at 7:30 am even though it was mentioned on the website that breakfast would be served between 7:00 am – 10:00 am.

Write an email to Ms Helen Swee to apologise for the inconvenience caused and offer suitable compensation.

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

(10 marks)

Total: [25 marks]

4. Imagine you have a Japanese friend, Haruto, who is joining a Swedish company in two months as an employee. He has only been employed in Japan and has never travelled outside of Japan. You understand that there are some cultural similarities but also differences between the two countries – Japan and Sweden.

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 -