



**UNIVERSITY COLLEGE TATI (UCTATI)**

**FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: BBM 1033
COURSE	: BUSINESS COMMUNICATION
SEMESTER/SESSION	: 2-2021/2022 & 2022/2023
DURATION	: 3 HOURS

Instructions:

1. Answer ALL questions.
2. All answers should be written in the **answer booklet provided**.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise up your hands and ask the invigilator.

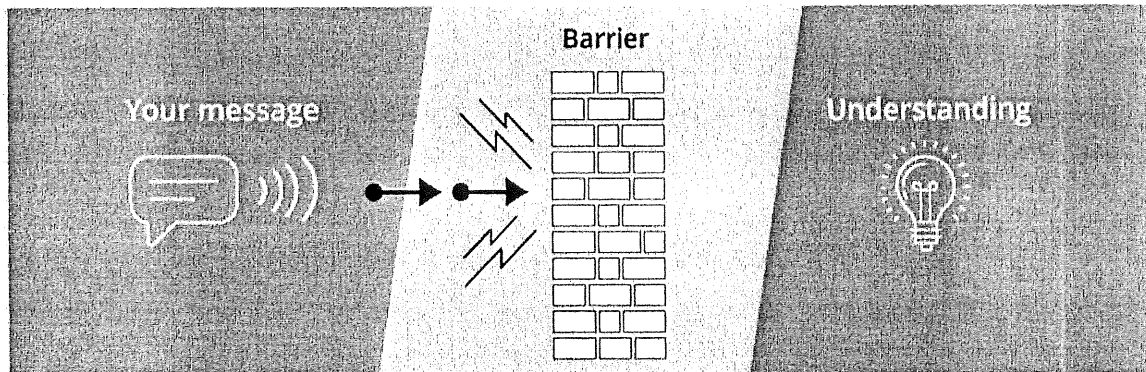
**DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO**

**THIS BOOKLET CONTAINS 5 PRINTED PAGES INCLUDING COVER PAGE**

## BBM 1033 BUSINESS COMMUNICATION

## Question 5

Study Picture 3 and describe **five (5)** barriers that impede listeners' understanding to speaker's message in communication.



Picture 3

(5 marks)

## Question 6

Janet, an Australian, was offered a job with a Malaysian company which has employees with diverse ethnic background. You as Administrative Executive needs to explain to her about intercultural sensitivity and its importance. Share also with her the ways to develop cultural sensitivity to help her build good rapport with staff at the company.

(18 marks)

BBM 1033 BUSINESS COMMUNICATION

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**SECTION B – WRITING (60 MARKS)**

*Answer all questions in the **answer booklet** provided.*

**Question 1**

As Secretary of English Society (ETHOS) at UCTATI, draft notice in not more than 50 words for the ETHOS notice board informing the students about the sale of second-hand goods (t-shirt, comics, shoes, CDs etc.) of UCTATI. Please include the venue, date and time of the sale.

(10 marks)

**Question 2**

You saw an interesting article describing a Suitable Suits program at Ranaco Education and Training Institute ( RETI). Its Career Development Department kept a closet filled with 21 crisp black suits that students could borrow for job interviews. How does it work? Students made an appointment with the department and agreed to dry clean the suits before returning them. At RETI the program was paid for by an alumnus financial firm. You think that a Suitable Suits program should also be carried out at UCTATI. Thus, prepare a **speech text** to pitch the idea to Dean and faculty members in a faculty meeting.

(50 marks)

-----End of Question-----

