



FINAL EXAMINATION

BACHELOR OF ACCOUNTANCY (HONOURS)

COURSE : BUSINESS COMMUNICATION**COURSE CODE : EGN3113****DURATION : 3 HOURS****INSTRUCTIONS TO CANDIDATES:**

1. This question paper consists of **FOUR (4)** parts : PART A (20 questions)
: PART B (1 question)
: PART C (2 questions)
: PART D (2 questions)
2. Answer ALL questions in the question paper.
3. Please check to make sure that this examination pack consists of:
i. The Question Paper
4. Do not bring any material into the examination hall.
5. Please write your answer using permanent ink.

MYKAD/PASSPORT NO : _____**ID. NO. : _____****LECTURER : _____****SECTION : _____**

DO NOT OPEN THIS QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

This question paper consists of 12 printed pages including the front page

PART A: MULTIPLE CHOICE QUESTIONS

Choose the correct answer. Answer **ALL** questions.

1. When practising *Aadab* in email writing, which combination of practices is **MOST** appropriate?
 - A. Opening with a greeting only.
 - B. Keeping messages extremely brief.
 - C. Using capital letters, urgency, no greeting and excessive punctuation.
 - D. Using a respectful salutation, stating deadlines clearly and expressing appreciation.

2. Which behaviour **MOST** clearly reflects *Aadab* in everyday cross-cultural email exchanges?
 - A. Responding as fast as possible.
 - B. Keeping messages extremely brief.
 - C. Sending direct messages without regard for cultural expectations.
 - D. Writing with courtesy, polite language and culturally sensitive greetings.

3. Which description **BEST** explains the Channel in business communication?
 - A. The delivery tools.
 - B. The way a message is sent.
 - C. The platform to transmit messages.
 - D. The route used for business communication.

4. During a video meeting with stable internet and good audio, an employee becomes nervous about evaluation, mentally rehearse answers and misses key instructions. What type of noise **BEST** explains the communication failure?
 - A. Physical noise.
 - B. Environmental disturbance.
 - C. Mental or emotional interferences.
 - D. Meaning confusion caused by unclear wording.

5. Internal communication occurs _____.
 - A. Inside the organisation itself
 - B. Only among top management
 - C. With customers, suppliers and partners
 - D. Between the organisation and the public

6. In business communication components, which explanation **BEST** defines Context?
- A. The background of a message.
 - B. All external; factors that influence meaning.
 - C. The situation in which communication occurs.
 - D. The circumstances surrounding the interaction.
7. Which statement **MOST** accurately defines Encoding in the communication process?
- A. Translating ideas into codes.
 - B. Changing thoughts into symbols.
 - C. Choosing words or gestures to convey meaning.
 - D. Intentionally selecting verbal and non-verbal elements to package a message for sending.
8. A social media manager notices a viral post tagging the company with a controversial political issue. Which response **BEST** applies *Aadab* and protects the company's reputation?
- A. Leave the post unanswered.
 - B. Respond using sarcastic humour.
 - C. Remove every comment related to it.
 - D. Acknowledge the concern politely, avoid political positioning and guide the discussion to an appropriate policy-based channel.
9. Which situation represents external business communication?
- A. Orienting new staff on company leave.
 - B. Aligning timelines between internal departments.
 - C. Sharing performance targets on the internal portal.
 - D. Discussing delivery terms with an outside logistics partner for a customer order.
10. Which example **BEST** illustrates a formal communication channel?
- A. A casual message in a team chat.
 - B. An informal discussion in the hallway.
 - C. A written notice sent to a supplier ending a contract.
 - D. A short email confirming the attendance during meeting.
11. Which statement about bias-free language is **INCORRECT**?
- A. It promotes respect, inclusion and professionalism.
 - B. It eliminates all emotional tone from communication.
 - C. It minimises words that may be perceived as offensive.
 - D. It avoids discriminatory or exclusionary references to identity.

12. Which statement is **TRUE** regarding avoiding stereotypes in workplace communication?
- A. Connect jobs to personality traits.
 - B. Allocate duties according to age and gender.
 - C. Use flattering stereotypes to motivate groups.
 - D. Refrain assumptions based on group identity.
13. Which statement about body language is **CORRECT**?
- A. Eye contact means the same across all cultures.
 - B. Non-verbal signals can fully replace speech in professional settings.
 - C. Non-verbal cues contribute 55% meaning in face-to face interactions.
 - D. Facial expressions and body posture are irrelevant to communication.
14. Which sentence **BEST** demonstrates the You Attitude?
- A. We have completed a system update.
 - B. We thank you for your cooperation during the update.
 - C. All users must reset passwords due to system changes.
 - D. For your security, please reset your password to maintain access.
15. Which option **CORRECTLY** reflects awareness of religious and cultural sensitivity in business messages?
- A. Claiming one cultural diet is better than another.
 - B. Making light jokes about religion to build rapport.
 - C. Disregarding religious factors because business is neutral.
 - D. Highlighting halal certification when marketing food to diverse audiences.
- Two teams misread each other: one expects steady eye contact and directness; the other uses brief gaze and indirect wording.
16. Which option **BEST** explains what is happening in the situation described earlier?
- A. A need to enforce eye contact.
 - B. Physical disturbance in the environment.
 - C. Emotional interference affecting understanding.
 - D. Cultural misunderstanding caused by differing interpretations of cues.
17. Which situation **BEST** represents an organizational barrier?
- A. Excessive use of technical terms.
 - B. Background noise in the workplace.
 - C. Delays caused by multiple layers of approval.
 - D. Cultural misinterpretation of non-verbal signals.

18. Which statement about cultural barriers is **CORRECT**?
- A. Maintaining eye contact is always polite.
 - B. The result from differences in values and norms.
 - C. Cultural barriers exist only in widely global companies.
 - D. One short workshop can remove all cultural barriers permanently.
19. Which scenario **CORRECTLY** illustrates a psychological barrier to communication?
- A. A malfunctioning microphone.
 - B. Unstable internet connectivity.
 - C. Loud construction sounds outside the meeting room.
 - D. An employee dismisses feedback because they believe the manager is biased.
20. Which example **CORRECTLY** demonstrates a semantic barrier?
- A. Audio distortion caused by weak internet.
 - B. Stress causes someone to miss spoken instructions.
 - C. Misjudging confidence due to cultural eye-contact differences.
 - D. A manager uses the term "synergy" and a junior interprets as working extra hours.

(TOTAL: 20 MARKS)

PART B: TRUE/FALSE

Circle True or False for each item. Answer ALL questions.

- | | |
|---|--------------|
| a. Even when a proposal aligns with the audience's needs, people may still resist because they are uncomfortable with change and prefer familiar habits. | TRUE / FALSE |
| b. To attract interest, a communicator should present features before explaining their benefits. | TRUE / FALSE |
| c. In an environment filled with competing messages, a strong opening impression can decide whether message is read or ignored. | TRUE / FALSE |
| d. A persuasive message is not complete unless it addresses major objections and concludes with a clear call to action even after gaining attention and interest. | TRUE / FALSE |
| e. Any message that influences a person's thoughts or behavior is considered persuasive even if no product is involved. | TRUE / FALSE |
| f. For most readers, the email body has more impact than the subject line in determining whether they open an email. | TRUE / FALSE |
| g. In the AIDA framework, the correct order is Attention, then Interest, followed by Desire and Action. | TRUE / FALSE |
| h. An effective cover letter should begin by emphasizing a specific benefit relevant to the employer such as a key skill or measurable achievement rather than a general career goal. | TRUE / FALSE |
| i. When the purpose is only to share facts, the communication is persuasive rather than informational. | TRUE / FALSE |
| j. Audiences lose interest if they do not find the message personally or organizational relevant so using their context or examples helps maintain engagement. | TRUE / FALSE |

(TOTAL: 10 MARKS)

PART C: SHORT STRUCTURED

QUESTION 1

Rewrite every sentence in the opposite voice.

- a. The team will roll back the update if issues persist.

- b. We must address all audit findings within two weeks.

- c. All visitors must be escorted by staff at all times.

- d. The minutes will have been circulated by the secretary before 5 pm.

- e. The document was signed by all suppliers before onboarding.

- f. The committee is reviewing the customer complaints this afternoon.

- g. Finance will circulate the travel policy update tomorrow.

- h. The quarterly figures are going to be presented by the CFO on Friday.

- i. The vendor has not met the service level targets.

- j. The new laptops have been allocated by IT to the internship cohort.

(TOTAL: 10 MARKS)

QUESTION 2

Answer **ALL** the questions below.

1. List **TWO** etiquette practices to apply when writing emails.

(2 marks)

2. Identify **TWO (2)** components of a memo heading and briefly state the primary purpose of an internal memo.

(2 marks)

3. State **TWO (2)** benefits of email communication.

(2 marks)

4. Define what an identifier is in personal data terms and give **TWO (2)** examples relevant to campus or workplace records.

(3 marks)

5. In one short paragraph, explain how you would apply Disclosure when sending a staff list to an insurer for coverage updates.

(3 marks)

6. Briefly describe what is cognitive load, and suggest **THREE (3)** ways to reduce it on PowerPoint slides?

(4 marks)

7. In a brief paragraph, outline a PDPA-compliant retention plan for internship application records and visitor logs, specifying the retention period, any exceptions, and the methods used to enforce the policy and securely delete or archive the data.

(4 marks)

(Total: 20 Marks)

(TOTAL: 30 MARKS)

PART D: SHORT ESSAY

QUESTION 1

Edit the email in 120 to 150 words using proper email format (subject, greeting, body, close, signature). Make it clear, professional, audience focused, and PDPA compliant by removing any improper data requests.

Subject: STAFF PERFORMANCE WARNING

Hello team,

Some staff have been underperforming and management is disappointed. Effective immediately, all staff must submit their personal reasons for poor performance, copies of medical reports (if any), and emergency contact details to me via email. Names of staff who fail to improve will be announced during the monthly meeting. No excuses will be accepted. Management will take strict action without appeal.

Regards,
Aiman
Operations Manager

Write your essay here:

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(Total: 15 Marks)

QUESTION 2

Complete the memo template by filling the bracketed parts using the scenario details supplied. Do not add new information. Ensure the memo uses the direct pattern, PDPA-compliant wording, and a positive close. Write between 200 to 250 words.

Scenario: Scheduled System Upgrade and Temporary Access Disruption

To: All Employees

From: [Your Name], IT Manager

Date: [Insert date]

Subject: System Upgrade on Sunday, 24 November, 11.00 p.m. to 3.00 a.m.

Opening purpose sentence:

Inform employees that the IT department will conduct a system upgrade on Sunday, 24 November, from 11.00 p.m. to 3.00 a.m. to enhance system performance and security. Some systems will be temporarily unavailable during this period.

Scope:

Affects the intranet, payroll system, project management software, and remote access services across the organisation.

Rules staff must follow:

Rule 1: Save all work and log out of systems before 11.00 p.m.

Rule 2: Do not access affected systems during the upgrade period.

Rule 3: Restart devices and log in again after the upgrade is completed.

Optional compliance note: Do not store or transfer company data using personal devices or accounts.

Support:

Progress updates will be available on the IT service portal. For assistance, contact the IT Helpdesk at ithelp@company.com or 03 6666 5555.

Closing:

Encourage cooperation to ensure the upgrade is completed efficiently and normal operations can resume smoothly.

Write your essay here:

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(Total: 25 Marks)

(TOTAL: 40 MARKS)

(TOTAL: 100 MARKS)

END OF QUESTION PAPER