

**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 14 printed pages including the front page

PART A: MULTIPLE CHOICE

Answer ALL questions.

1. All of the following are principles of Aaadab in the context of business communication, **EXCEPT**?
 - A. Abstaining from using rude language
 - B. Being an attentive and active listener
 - C. Knowing when to take turns in a conversation
 - D. Being insensitive towards the culture and norms of others

2. An employee receives constructive feedback from a supervisor and responds by asking clarifying questions and taking notes. This behaviour demonstrates:
 - A. Active listening
 - B. Message distortion
 - C. Defensive communication
 - D. Communication avoidance

3. Which of the following examples **BEST** illustrates a psychological barrier in communication?
 - A. A broken projector during a presentation
 - B. Excessive background noise in an open office
 - C. A weak internet connection during a video conference and a microphone that is not working
 - D. An employee dismisses feedback because of a previous negative experience with the manager

4. An email requests sensitive employee information, including personal identification details, without explaining the purpose or obtaining proper authorisation. Why is this problematic?
 - A. It may violate privacy and data protection requirements.
 - B. It makes the email too long and difficult for readers to read.
 - C. It reduces the need for follow-up communication and increases the speed of work.
 - D. It improves record-keeping, and gives employers better access to personal data for legal purposes.

5. The Head of Department wants to communicate a major organisational restructuring that may affect employees' job responsibilities. Which communication channel is **MOST** appropriate?
- A. A brief text message via WhatsApp
 - B. A face-to-face meeting followed by written documentation
 - C. A social media post highlighting the need for a physical meeting
 - D. An informal conversation during a lunch break involving specific employees
6. Which of the following statements **BEST** reflects the concept of positive emphasis in business communication?
- A. Your application has been rejected due to non-compliance.
 - B. We cannot process your application because you submitted it late.
 - C. We will be happy to review your application once the required documents are received.
 - D. Unfortunately, you failed to follow the instructions provided, and that is the main reason why your application has been rejected.
7. A company launches a new product and wants customers to make a purchase immediately. According to the AIDA model, which element should appear near the end of the message?
- A. A detailed company history on the company's official website
 - B. A description of competitors' products, services, and customer reviews
 - C. A clear call to action explaining how customers can purchase the product
 - D. A list of employee achievements and the company's performance over the past few years
8. A business proposal includes testimonials from existing clients and industry awards received by the company. The proposal is primarily attempting to strengthen:
- A. Credibility and trust
 - B. Informal communication
 - C. Humour and entertainment
 - D. Visual appeal and image only

9. A company operates in several countries. During virtual meetings, employees from different cultures sometimes interpret silence differently. This situation highlights the importance of:
- A. Cultural norms and productivity
 - B. Operation negotiation techniques
 - C. Intercultural communication awareness
 - D. Financial literacy and politeness sensitivity
10. A customer emails a company to complain about a delayed delivery. Which response is **MOST** likely to maintain a positive customer relationship?
- A. The delay was not our fault.
 - B. Apologies, but we are not responsible for shipping delays.
 - C. We apologise for the inconvenience and are currently investigating the issue. We will provide an update within 24 hours.
 - D. Customers must understand that delivery delays occasionally happen and are unavoidable. Customers must understand our policies.
11. A manager writes the following email:
- "The project has been delayed because several team members failed to complete their assigned tasks."*
- Which sentence demonstrates a more constructive and professional tone?
- A. The project has been delayed due to employee negligence.
 - B. Certain employees are supposed to be responsible for the project's failure.
 - C. The project timeline has been adjusted, and we will work together to complete the remaining tasks efficiently.
 - D. The project would have succeeded if employees had performed better. The failure of this project shows a lack of attention to the assigned tasks.
12. During an online meeting, several participants keep their microphones unmuted, causing background noise that interrupts the discussion. This situation is best described as a _____ barrier.
- A. cultural
 - B. physical
 - C. semantic
 - D. psychological

13. A manager is conducting a performance review. Which communication approach is **MOST** likely to encourage employee engagement?
- A. Providing balanced feedback that highlights strengths and areas for improvement.
 - B. Delivering feedback without allowing discussion, and no buffering techniques used.
 - C. Focusing only on mistakes made during the year, especially on certain individuals.
 - D. Comparing the employee to colleagues who eventually could potentially threaten their faces.
14. A marketing manager wants customers to purchase a new product. Which statement **BEST** demonstrates a customer-focused persuasive approach?
- A. We spent two years developing this product.
 - B. We invested heavily in research, and your team could work better.
 - C. This solution can reduce your processing time by up to 25%, helping your team work more efficiently.
 - D. We believe this is our best product because we have tried our very best to develop from scratch.
15. A business report includes excessive jargon and technical terminology that many employees cannot understand. What is the **MOST** likely consequence?
- A. Increased clarity across departments
 - B. Improved employee engagement and satisfaction
 - C. Miscommunication caused by language complexity
 - D. Stronger persuasive impact for all readers, especially to the stakeholders
16. A multinational corporation discovers that employees in different regions interpret the phrase "as soon as possible" differently, resulting in inconsistent project completion times. Which sentence would **MOST** effectively improve communication accuracy?
- A. Continue using the phrase because it is commonly understood.
 - B. Replace the phrase with specific deadlines and expected outcomes.
 - C. Add more polite expressions and use buffering techniques before the request.
 - D. Send follow-up reminders and make phone calls only after deadlines have passed.

17. A manager notices that employees frequently misunderstand instructions delivered during virtual meetings but understand them when provided in writing afterward. Which conclusion is **MOST** reasonable?
- A. Employees are unwilling to listen during meetings.
 - B. Written communication should replace physical and online meetings in all departments in the company.
 - C. Message retention may improve when verbal communication is reinforced with written documentation.
 - D. Virtual communication is ineffective in all circumstances, and the company should replace all meetings with memorandums only.
18. A presenter uses a compelling success story at the beginning of a proposal before presenting supporting evidence and data. Why is this sequence often effective?
- A. Emotional engagement can increase audience attention and receptiveness before analytical evaluation begins.
 - B. Stories can replace the need for statistical evidence because audiences are generally more persuaded by personal experiences than by objective data and factual analysis.
 - C. Audiences consistently prefer narrative-based presentations over evidence-based arguments, regardless of the purpose, context, or professional setting of the communication.
 - D. Business presentations should prioritise audience entertainment and emotional appeal, as engagement is typically more important than logical reasoning and supporting evidence.
19. Which scenario **BEST** demonstrates ethical persuasion in business communication?
- A. Selectively presenting data that supports a proposal while concealing contradictory findings.
 - B. Using emotional appeals to distract stakeholders from weaknesses in a business write-up and proposal.
 - C. Presenting balanced evidence, acknowledging limitations, and recommending a course of action transparently.
 - D. Exaggerating projected outcomes and potential benefits to increase stakeholder confidence and secure approval for a proposal despite uncertainty in the available evidence.

20. An employee carefully crafts an email using professional language, clear structure, and supporting evidence. However, the recipient remains unconvinced because the proposal does not address the budget constraints central to the recipient's decision.

This example highlights the importance of:

- A. Source credibility
- B. Audience-centred communication
- C. Channel richness and professionalism
- D. Positive emphasis towards the employee's image

(TOTAL: 20 MARKS)

PART B: TRUE OR FALSE

Circle True or False for each item.

- | | |
|---|--------------|
| 1. A persuasive business message should be tailored to the needs and interests of the target audience. | True / False |
| 2. The purpose of a call to action is to tell the audience exactly what step they should take next. | True / False |
| 3. In persuasive communication, emotional appeals should completely replace facts and evidence. | True / False |
| 4. A professional email subject line should be clear and relevant to the message's content. | True / False |
| 5. Establishing credibility and trust can increase the effectiveness of a persuasive message. | True / False |
| 6. One way to create urgency is to highlight a limited-time opportunity or deadline. | True / False |
| 7. A cover letter should focus solely on the applicant's personal goals, not the employer's needs. | True / False |
| 8. In business presentations, supporting claims with data, examples, or testimonials can strengthen persuasion. | True / False |
| 9. The "Action" stage in the AIDA model encourages the audience to make a decision or perform a desired task. | True / False |
| 10. Effective persuasive communication requires understanding possible audience objections and addressing them appropriately. | True / False |

(TOTAL: 20 MARKS)

PART C: STRUCTURED

QUESTION 1

Rewrite every sentence, whether from active voice to passive voice or from passive voice to active voice.

- a. The secretary wrote the letters.

- b. The accountant checked the journal ledger.

- c. Matt was asked by upper management to assist with the project.

- d. The merger will certainly be welcomed by the stockholders.

- e. The new manager taught us the new rules.

- f. The human resources department is conducting interviews for the vacant position.

- g. A new branch office has been opened by the company in Johor Bahru.

- h. The finance department processes employee reimbursements every Friday.

- i. The contract will be reviewed by the legal department next week.

- j. The monthly sales figures are analysed by the business development team.

(Total: 10 Marks)

QUESTION 2

Answer **ALL** questions below in complete sentences.

1. State **TWO (2)** reasons why organisations use internal memorandums (memos) as a form of communication.

(2 marks)

2. Explain **TWO (2)** advantages of using email instead of telephone calls for business communication.

(2 marks)

3. State **TWO (2)** differences between a formal letter and an email.

(2 marks)

4. What is the function of the BCC (Blind Carbon Copy) feature in email communication? Explain why it is particularly useful when sending messages to a large number of recipients.

(3 marks)

5. What is meant by the term cognitive load in presentation design? Identify **THREE (3)** strategies that can be used to minimise cognitive load in PowerPoint presentations.

(4 marks)

6. Personal data refers to any information that can identify an individual. What are the **THREE (3)** categories of information that count as personal data?

(3 marks)

7. Provide **TWO (2)** examples of how an organisation can offer individuals a choice regarding the use of their personal data.

(4 marks)

(TOTAL: 20 MARKS)

QUESTION 1

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QUESTION 2

Based on the scenario provided, write a memo of 200–250 words. Your memo should follow the correct memo format and clearly state its purpose. Ensure that the message is appropriate for the intended audience and includes clear instructions communicated with Aadab, showing courtesy and professionalism. The memo must also comply with the Personal Data Protection Act (PDPA). Use a professional and positive tone throughout the memo.

Scenario: Mandatory Cybersecurity Awareness Training is going to be held on a certain date by your company to improve data security and reduce cyber risks. Attendance is compulsory for all employees.

Requirements employees must follow:

[Requirement 1: Complete the online training module by ____ (date).]

[Requirement 2: Pass the assessment with a minimum score of ____%.]

[Requirement 3: Report any suspicious emails or cybersecurity incidents immediately through the designated reporting channel.]

Support:

Training materials and FAQs are available on the company intranet. For assistance, please contact the IT Security Team at security@company.com or 03 8888 9999.

Write your memo here:

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(Total: 25 marks)

(TOTAL: 40 MARKS)

(TOTAL: 100 MARKS)

END OF QUESTION PAPER