



UNIVERSITI KUALA LUMPUR
KAMPUS CAWANGAN MALAYSIAN SPANISH INSTITUTE

FINAL EXAMINATION
OCTOBER 2025 SEMESTER

COURSE CODE : SIB24302 (V2)
COURSE TITLE : BUSINESS COMMUNICATION
PROGRAMME NAME : BACHELOR OF BUSINESS TECHNOLOGY (HONOURS) IN
AUTOMOTIVE MANAGEMENT
DATE : 24 JANUARY 2026
TIME : 9:00AM - 11:00AM
DURATION : 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. This question paper consist of ONE sections.
4. Section A consist of five questions. Answer FOUR (4) questions only.
5. Please write your answer on the answer booklet provided.
6. Please answer all questions in English only.
7. Refer to the attached Formula/ Appendies. Tick if applicable

THERE ARE 6 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 100 marks)

Answer FOUR (4) questions.

Please use the answer booklet provided.

Question 1

Today's businesses rely heavily on technology to facilitate the communication process. In fact, many of the technologies you might use in personal life, from micro blogs to video games to virtual worlds, are also used in business. However, poorly designed or inappropriately used technology can hinder communication than it helps.

- (a) Wireless mobile communications, such as E-mail, Instant Messaging, Video Conferencing and other internet capabilities have become a part of everyday life. They have become constant companions that provide communication anywhere at any time. Explain three advantages of the evolution of business communication in the digital age
- i. Explain three advantages of the evolution of business communication in the digital age
(6 marks)
- ii. Give three examples of how social media is used by managers to manage customer relationships.
(3 marks)
- (b) Communication barriers are obstacles that prevent messages from being delivered, received, or understood accurately in an organization. Identifying these barriers helps managers improve effectiveness, productivity, and relationships. Identify three communication barriers and suggest ways to remove them
(12 marks)
- (c) The teamwork interactions among employees represent one of the essential elements of interpersonal skills communication. Teams play a vital role in helping an organization reach its goal. A successful team can provide a number of advantages. Explain two of the advantages.
(4 marks)

Question 2

The modern workplace is dynamic, fast-paced, and challenging. To thrive in this environment, employees need to be equipped with the tools needed to excel at their job. One of those critical tools is professional writing skills. Professional writing skills are essential for a variety of roles in the workforce.

- (a) The writing process is a systematic way of creating meaningful content and also helps to enhance the effectiveness of content and make it valid and reliable. Explain the five-steps of process writing.

(10 marks)

- (b) Audience analysis is a critical aspect of communication that is rooted in various theories and models. It serves as the foundation for creating effective messages that resonate with a specific group of individuals. Provide five reasons why audience analysis matters.

(15 marks)

Question 3

Workplace communication is the sharing of information and ideas within an organization to coordinate tasks, align goals, and maintain relationships. It can be verbal, non-verbal, or written and is essential for productivity, teamwork, and effective decision-making.

- (a) After consumers around the world began to adopt Instant Messaging (IM) as a faster and simpler alternative to email, businesses weren't far behind; computer-based IM usage now rivals email in many companies. Identify two guidelines for successful instant messaging in workplace.

(4 marks)

- (b) An effective negative message presents a challenge to compose so that the receiver will understand and accept the information without a loss of friendship or goodwill for the sender. A well-written negative message can resolve a business problem successfully and win a friend or a customer.

- i. Based on the situation below, write an email to the staff announcing the bad news. Write your email with a positive opening, provide reasoning or explanation and ends with friendly, encouraging closing.

Situation:

Due to company budget cuts, the management has decided that all annual bonuses for this year will be suspended. This is disappointing news for employees who were expecting financial rewards. HR needs to communicate this to all staff professionally, using the indirect approach to soften the negative impact.

(13 marks)

- ii. The AIDA technique is a widely used framework in marketing, advertising, and business communication to structure persuasive messages effectively. Explain the basic element and specific guide for using the AIDA techniques.

(8 marks)

Question 4

Business writing is the communication or exchange of information in a written format for the process of business activities. Professionals use various examples of business writing to communicate with their coworkers, employees and clients.

- (a) In order to be successful in business and industry, you should be familiar with the business proposal. A business proposal can make or break your chances of securing a new client.

i. What is a business proposal?

(3 marks)

ii. Explain three criteria of two different types of business proposal.

(10 marks)

- (b) A business report is needed in almost any field of work. These are fact-based documents that are used to make decisions in a business. State and explain the three purposes of writing a business report.

(12 marks)

Question 5

Finding a new job is a massive undertaking that can consume a lot of time and effort for job seekers. The job search process itself is like a project with a beginning and an end that has many phases and tasks to complete such as finding available job openings, updating resumes and cover letters, interviewing, performing follow-up, and more. With all the work to be done to find their next career opportunity, job seekers need the right set of job hunt skills to survive during the multifaceted job search process.

- (a) Companies received many résumés for each open position. How you represent yourself during the employment process will determine whether you are the selected candidate for the job.
- i. What is a cover letter and the purpose of writing it?
(4 marks)
 - ii. Explain three reasons on why résumé is important.
(9 marks)
- (b) Interviews are more than just a step in your career journey; they're exciting opportunities to showcase your unique talents and find your perfect job fit. The impression you make on the interviewer often can outweigh your actual credentials.
- i. The key to putting in a good performance and securing the job is preparation. Provide two tips one can use to be ready for an interview.
(4 marks)
 - ii. Job interview can vary in format, structure and duration depending on the company, role and the interviewer's preferences. Understanding the different types of interview can help you prepare more effectively and showcase your qualifications to the best of your ability. Describe four types of job interviews.
(8 marks)

END OF EXAMINATION PAPER

