



FINAL EXAMINATION
NOVEMBER 2023

COURSE TITLE	INTERPERSONAL AND COMMUNICATION SKILLS
COURSE CODE	ESEH3113
DATE/DAY	23 FEBRUARY 2024 / FRIDAY
TIME/DURATION	09:00 AM - 11:00 AM / 02 Hour(s) 00 Minute(s)

INSTRUCTIONS TO CANDIDATES :

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 3 Printed Pages including front page)

*****DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO*****



FINAL EXAMINATION
NOVEMBER 2023

COURSE TITLE	INTERPERSONAL AND COMMUNICATION SKILLS
COURSE CODE	ESEH3113
DATE/DAY	24 FEBRUARY 2024 / SATURDAY
TIME/DURATION	01:00 PM - 03:00 PM / 02 Hour(s) 00 Minute(s)

INSTRUCTIONS TO CANDIDATES :

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*****DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO*****

This question paper consists of TWO (2) questions. Answer ALL questions in the answer booklet provided. [50 MARKS]

Kertas soalan ini mengandungi DUA (2) soalan. Jawab SEMUA soalan dalam buku jawapan yang disediakan. [50 MARKAH]

QUESTION 1

(25 Marks)

Professional communication is the use of oral, written, digital or visual forms of information delivery in a workplace context. Active listening, confidence, non-verbal cues and conciseness are some professional communication skills.

- a) Given a specific scenario in a business setting, how would you apply the FIVE (5) principles of effective communication to ensure that your message is received and understood by your audience? (15 marks)
- b) Imagine you are working in a team on a project that requires a high level of professionalism. How would you demonstrate the THREE (3) key elements of professionalism in your interactions with your colleagues and your work on the project? (10 marks)

SOALAN 1

(25 Markah)

Komunikasi profesional adalah penggunaan bentuk lisan, bertulis, digital atau visual penyampaian maklumat dalam konteks tempat kerja. Mendengar secara aktif, berkeyakinan, isyarat bukan lisan dan ringkas adalah beberapa kemahiran komunikasi profesional.

- a) Dengan merujuk kepada senario tertentu dalam persekitaran perniagaan, bagaimanakah anda akan menggunakan LIMA (5) prinsip komunikasi yang berkesan untuk memastikan mesej anda diterima dan difahami oleh khalayak ramai? (15 markah)
- b) Bayangkan anda bekerja dalam satu pasukan dalam projek yang memerlukan tahap profesionalisme yang tinggi. Bagaimanakah anda akan menunjukkan TIGA (3) elemen utama profesionalisme dalam interaksi anda dengan rakan sekerja anda dan juga pada projek kerja anda? (10 markah)

QUESTION 2

(25 Marks)

Business messaging is how brands initiate and respond to customers over various messaging channels. It empowers customers to reach out to brands and brands to reach out to customers. The channels allow for back-and-forth, two-way conversations rather than messaging blasts, such as advertisements or bulk email sends.

- a) Explain the importance of effective business messaging and how it can have a significant impact on your career. Provide a detailed example of a situation where poor business messaging hurt a career and describe the steps that could have been taken to improve the messaging. (15 marks)
- b) Additionally, suggest **THREE (3)** strategies that you could use to improve your business messaging skills and explain why these strategies are effective. (10 marks)

SOALAN 2

(25 Markah)

Pemesejan perniagaan adalah cara sesuatu syarikat barangan berjenama memulakan dan bertindak balas kepada pelanggan melalui pelbagai saluran pemesejan. Ia memberi kuasa kepada pelanggan untuk membuat pilihan terhadap sesuatu barangan berjenama. Saluran ini membenarkan perbualan dua hala sahaja dan bukannya hebahan pemesejan seperti iklan atau penghantaran e-mel secara pukal.

- a) Terangkan kepentingan pemesejan perniagaan yang berkesan dan bagaimana ia boleh memberi impak yang besar kepada kerjaya anda. Sediakan contoh terperinci tentang situasi di mana pemesejan perniagaan yang lemah mempunyai kesan negatif ke atas kerjaya dan terangkan langkah-langkah yang boleh diambil untuk memperbaiki pemesejan. (15 markah)
- b) Selain itu, cadangkan **TIGA (3)** strategi yang boleh anda gunakan untuk meningkatkan kemahiran pemesejan perniagaan anda sendiri dan terangkan sebab strategi ini berkesan. (10 markah)

*** END OF QUESTION PAPER ***

*** KERTAS SOALAN TAMAT ***