

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Kedua

Sidang Akademik 1998/99

Februari 1999

HET 321/411 - Penulisan Untuk Tujuan Ikhtisas

Masa: [3 jam]

THIS EXAMINATION PAPER CONTAINS FIVE [5] QUESTIONS IN THREE [3] PAGES.

Answer FOUR [4] questions.

ALL questions carry equal marks.

1. Prepare in as much detail as possible an unsolicited job application letter addressed to

The Personnel Manager
Longman Publications Ltd.
Jalan Panjang
Penang 11600

Your are applying for the post of editor.
2. As the Sales Manager of Infotech Ltd., write a memorandum to the senior sales supervisor to ask him to inform all the sales supervisors of a coming annual sales campaign meeting. State the date, time and place of the meeting. You must send a copy of the memorandum to your Managing Director.
3. Explain five [5] major characteristics of effective written professional communication.
4. Analyse the strengths and weaknesses of the following letter.

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SYM-FO-NI
Pianos of Beauty and Quality
Kuala Lumpur-Singapore-Tokyo

Dear Pianist,

Welcome to a new Sound of Music - Music by Sym-Fo-Ni.

We have been in the business of crafting beautiful musical instruments for over 20 years and have supplied pianos to music halls and opera houses in many countries around the world.

As you know, this year is the 200th anniversary of the death of Wolfgang Amadeus Mozart. To commemorate this great event, we have launched a new range of grand pianos named after characters from Mozart's operas.

FIGARO ... A grand piano with a particularly strong resonance, suitable for hotels and larger rooms. This model comes in an oak casing.

PAPAGENO A baby grand piano excitingly decorated with swirling psychedelic colours

SARASTRO A delightful, soft-toned baby grand piano clad in embossed Morocco leather.

In addition to these, we have on stock, a wide selection of pianos, grand and upright, from our own workshops as well as from other manufacturers.

We invite you to visit our showroom to inspect our pianos. Our staff are always pleased to give assistance.

Yours sincerely

Jeffrey Lee
Manager

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5. You are M&W's marketing manager. Prepare a detailed memo report based on the following situation to the president of M&W.

Kathy Miles, your marketing staff, has shown improper conduct and neglect of duty. In the past five months, her performance has been deteriorating. At first you noted a drop in sales. Then you began to receive reports from old customers that they were not getting satisfactory service from Ms. Miles. Reports have also reached you that the woman has a drinking problem.

So you called Ms. Miles in. She readily admitted her drinking problem blaming her marital troubles. You decided to give her another chance.

It is now a week later, and you have evidence that Ms. Miles's problem is not behind her. You have also received further complaints about her.

As M&W's marketing manager, you must take action now.

Your task:

Prepare a memo report in which you recommend that Ms. Miles be relieved of her duties immediately. Offer justifications for the recommendation. You may assume any specific facts you may need as long as you do not alter the nature of the situation. Address the report to Cornelius Meyer, the president of M&W.

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