

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Kedua

Sidang Akademik 1997/98

Februari 1998

HET 411 Penulisan Untuk Tujuan Ikhtisas

Masa: [3 jam]

THIS EXAMINATION PAPER CONTAINS FOUR [4] QUESTIONS IN FOUR [4] PAGES.

Answer THREE [3] questions.

All questions carry equal marks.

1. EITHER

- [a] A small co-operative "Makanan Istimewa Sdn. Bhd." is opening a new food outlet within Universiti Sains Malaysia (USM 11800 Minden, Pulau Pinang). Write a *Promotional Letter* aimed at students and university staff alike, promoting the new outlet, the focus of which should be a special introductory promotion, offering a full meal at RM2 for *the first week only*.

OR

- [b] A new travel agency "Wings (Penang) Sdn. Bhd." of 250 Jalan Sungai Dua, 11700 Pulau Pinang is opening just outside the USM campus. Write a *Promotional Letter* aimed at local residents with young families, promoting the new travel agency's services.

2. Write an appropriate Covering Letter (which will be accompanying your CV) in response to EITHER of the following advertisements:

[a] **Principal Consultant, Executive Search, Kuala Lumpur**

Our company is an established local executive search firm, that is seeking to expand further with the assistance of an experienced search consultant. We are part of a regional network of offices with a blue chip client base, concentrated in manufacturing, IT & T and financial services.

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You will have a minimum of 6 years' experience in executive recruitment, have a successful track record in business development, staff management and executive search consulting. We offer an excellent opportunity for someone seeking the chance to move up into a senior position with a professional, progressive customer driven organisation.

A competitive salary package including future equity participation opportunities will be negotiated with the successful person.

If you are interested, please write to our managing partners, via our Singapore address, with details on your background and interest in the role. He will follow up with you personally.

Fax: 658325062

**Ref: 100
9 Raffles Place # 27-01
Republic Plaza, Singapore**

OR

[b] ExxonChemical (Malaysia) Sdn. Bhd. invites applications from suitably qualified Malaysians to fill the following vacancy:

MARKETING REPRESENTATIVE

The Job:

Responsible for the successful marketing of Exxon Chemical products to customers in the industrial sectors. This includes new business development, credit management, maintenance of excellent customer services, and ensuring compliance with all requirements.

The Person:

- * Possess a University Degree preferably in Chemical Engineering with outstanding academic credentials.**
- * Related experience would be advantageous.**
- * Knowledge of computer tools and applications would be advantageous.**
- * Good interpersonal and communication skills.**

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Please submit your application, a detailed resume with school/university results and work experience together with a non-returnable passport-sized photograph to:-

**HUMAN RESOURCES DEPARTMENT
(Position of Marketing Representative)
EXXON CHEMICAL (MALAYSIA) SDN. BHD. (471.P)
LEVEL 9, MENARA ESSO
OFF JALAN KIA PENG
50450 KUALA LUMPUR**

3. Prepare a detailed *plan* for a *formal business report* on **EITHER** of the following topics:

EITHER

- [a] A plan to increase student participation in campus sports activities.

OR

- [b] The use of computers and information technology to improve business writing.

4. Revise **EITHER** of the following memos in order to make it more effective.

TO: Clerical Employees
FROM: Patrick Thurber
SUBJECT: Incoming Mail
DATE: MARCH 22, 1997

Beginning next month, our corporate office will observe a new procedure for distributing and filing incoming correspondence. The new system will handle our increased workload more efficiently.

In the past, the receptionist dated and distributed incoming mail. As of April 1, the Mail Room will handle this mail. After the postal delivery, the Mail Room staff will date-stamp each envelope and place it in a departmental mail box in the Mail Room. Your mail should be in the boxes between 1 and 2 p.m. The mail will not be opened.

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In most cases, the incoming mail box will be the same as the department's interoffice mail box. If your department receives a large quantity of mail, your department may have been given a larger mailbox. Please check the Mail Room floor plan to see if your box has been relocated.

Within each department, the contents of the letters will be date-stamped. Staple the letters to their envelopes and distribute them to the addressees. Any envelopes marked personal should be delivered unopened to the addressee.

Thank you for following these new procedures.

OR:

TO:	Ms. Wilma Brown
FROM:	Mr. Ned Thornedyke
SUBJECT:	Personnel Problem
DATE:	March 2, 1997

Management has been seeing some very poor work coming out of your department, and most of it is initialed by Jack Patterson. He used to be pretty good--what happened? Now he's sending us incomplete and inaccurate data, and his last report was two days over-due.

This situation is hurting the efficiency rating of your department, Wilma--and it's hurting the whole company. I can't afford to personally check every piece of data from your employees.

- oooOOOooo -