

Angka Giliran:

No. Tempat Duduk:

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Kedua
Sidang Akademik 2007/2008

April 2008

LHP 452 – Penulisan Untuk Perniagaan
(Business Writing)

Masa: 2 jam

INSTRUCTIONS TO CANDIDATES:

1. Please note that this question paper contains **3 (THREE)** questions on **4 (FOUR)** printed pages.
2. Answer **ALL** questions.
3. You must hand in this question paper with your answer script.

UNTUK KEGUNAAN PEMERIKSA SAHAJA		
SOALAN	MARKAH PENUH	MARKAH DIPEROLEH
I	30	
II	30	
III	40	
JUMLAH	100	

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QUESTION I (30 marks)

You, Mr. Lee Kong Meng, Managing Director of Garigan Sdn. Bhd, 10, SS4/10, 47500, Petaling Jaya, have recently complained to Dellam Heavy Industrial Equipment Sdn. Bhd, 5, SS14/12, 47400, Petaling Jaya about the service done on two HD SST tooling and cutting machines. Here is the letter you sent their Export Sales Manager, Mr. Lim Sim Loong, a few days ago.

Dear Mr. Lim,

As you know, we have bought several machines from your company and have been quite satisfied with their performance. We have even recommended Dellom Machines to other companies. Recently however, the standard of your after-sales service has declined.

Our two HD SST tooling and cutting machines were installed in 2000 and your regular twice yearly service together with our own maintenance programme have kept them in perfect working order. When there was a breakdown, your service agent would send an engineer within two days. Now, the situation has changed and the engineer promises to come in 'about a week's time' but is unable to tell us exactly when he will be arriving. Last week, he arrived at 4.30pm on Friday afternoon and our own maintenance engineer was unable to leave work until your man had finished.

Let me say that we are not satisfied with this state of affairs. We have already spoken to your service agents regarding the matter but there has been no change to date.

We look forward to hearing from you and hope you will promise some form of redress.

Yours sincerely,
LEE KONG MENG

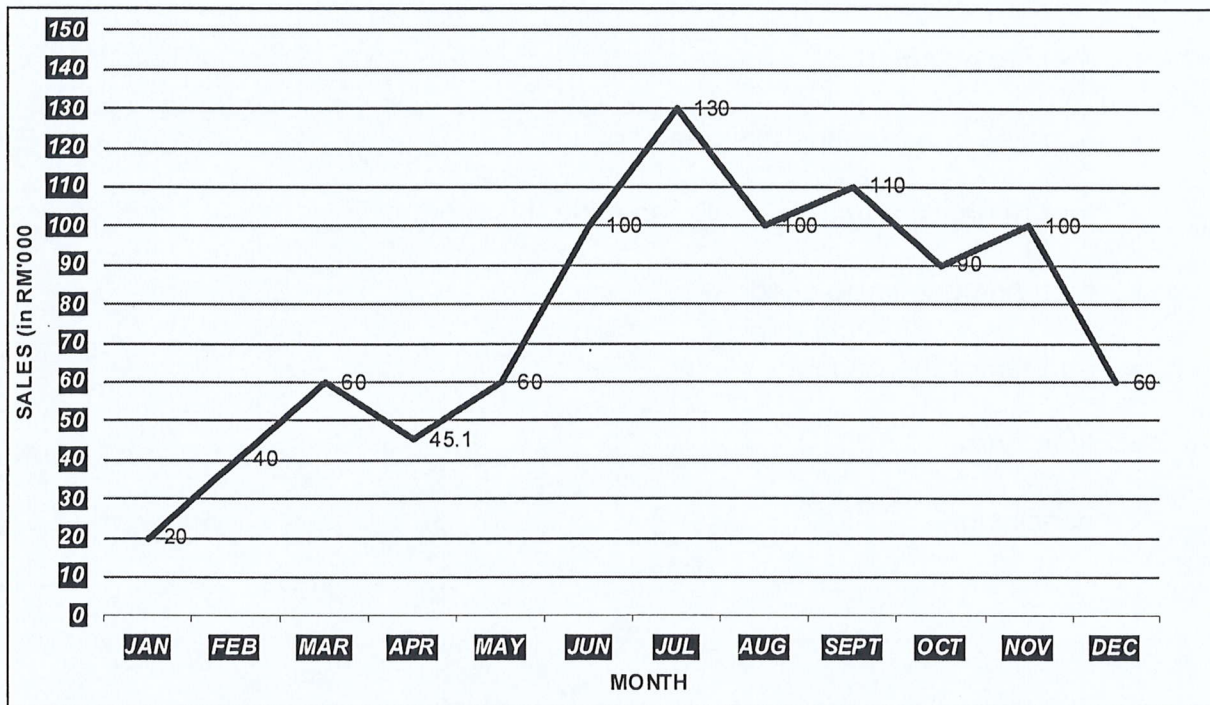
Write a LETTER OF REDRESS to the complaint made.

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No. Tempat Duduk:

QUESTION II (30 marks)

Study the graph and write a 350 word analysis of the market performance of Melia Jaya Sdn. Bhd.'s UHURA soap for 2007



PERFORMANCE OF MELIA JAYA'S UHURA SOAP FOR 2007

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QUESTION III (40 marks)

Imagine you are Pn. Hasmawati bt. Harun, a newly-appointed Assistant Manager (Sales) of Dalindara (M) Sdn. Bhd. Write an **executive summary** of a project proposal to promote your company's newest product to the general public.

In your **executive summary**, include the

- present situation
- purpose of marketing this new product
- four benefits/advantages of marketing this product
- methodology to be used
- budget for the project
- time frame
- conclusion

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