

SULIT



First Semester Examination
2021/2022 Academic Session

February/March 2022

HEK216 - Written Business Communication

Duration : 3 hours

Please check that this examination paper consists of FOUR (2) pages of printed material before you begin the examination.

Instructions: Answer any **THREE (3)** questions.

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1. Define the concept of business identity, using examples.

[100 marks]

2. You have been an employee in the communication department at DiGi, a Malaysian telecommunications corporation since 2012. The corporation has a policy of sponsoring internships in relation to employees' job scope. The internship must last between 2 to 4 months and must be in any Southeast Asian country. Employees are encouraged to experience an internship but they need to seek approval from their manager.

You would like to go for an internship in Singapore at Singtel, a major Singaporean telecommunications corporation. Write a letter to your manager, Ms. Samantha Low, asking for her approval.

[100 marks]

3. Rewrite the announcement below, using plain language.

[100 marks]

Further to the press release dated 11 December 2020, relating to the proposed acquisition (the "Proposed Acquisition") of a suburban office property located at 1 – 5 Thomas Holt Drive, Macquarie Park, in Sydney, Australia ("1-5 THD"), Ascendas Funds Management (S) Limited, the Manager of Ascendas Real Estate Investment Trust ("Ascendas Reit") (the "Manager" of Ascendas Reit), is pleased to announce that the acquisition has been completed today.

The acquisition cost of S\$303.3 million¹ (A\$308.5 million) comprises (i) the purchase consideration of S\$284.0 million (A\$288.9 million) and (ii) transaction costs of approximately S\$19.3 million (A\$19.6 million), which includes stamp duty, professional advisory fees and the acquisition fee payable to the Manager in cash (being 1% of the Purchase Consideration of S\$284.0 (A\$288.9 million, which amounts to approximately S\$2.840 million (A\$2.889 million)).

Further to the announcement dated 10 November 2020 in relation to the equity fund raising comprising a private placement and a pro-rata and non-renounceable preferential offering (collectively, the "Equity Fund Raising"), the Manager wishes to announce that approximately S\$180.0 million (which is equivalent to approximately 15.0% of the gross proceeds of the Equity Fund Raising) of the gross proceeds from the Equity Fund Raising of approximately S\$1,196.50 million, has been used to partially fund the Proposed Acquisition. This utilisation is in accordance with the use of proceeds and with the percentage allocated stated in the announcement dated 10 November 2020 in relation to the Equity Fund Raising. The Manager will make further announcements on the utilisation of the remaining proceeds from the Equity Fund Raising as and when such funds are materially disbursed.

Source: https://ir.ascendas-reit.com/newsroom/20210113_173722_A17U_DIFE3UVBDU2R28V9.1.pdf

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4. Twelve months ago, Ravi purchased a Lenovo laptop from an online merchant on Shopee, E2U Enterprise. The laptop came with a six-month warranty. After one month, he wanted to return the laptop to E2U because it used counterfeit software. Ravi has requested for a new laptop, or for his existing laptop to be fitted with original software. He sent an email to E2U explaining his situation on 10 January 2022. You are a customer service personal at E2U. Write a reply to Ravi's email.

[100 marks]

5. Explain Coombs' (2012) situational crisis communication theory, focusing on the type of crisis, and responses.

[100 marks]