

BUSINESS COMMUNICATION

A Revision Guide

5 MODULES

EXAM/TEST QUESTIONS:

- **30 MEMORANDUMS**
- **20 FORMAL LETTERS**
- **10 E-MAIL MEMOS/LETTERS**
- **10 SHORT REPORTS**
- **10 QUESTIONNAIRE SITUATIONS**
- **15 QUIZZES**
- **400 MULTIPLE-CHOICE ITEMS**

DR ELIZABETH JAYA JOSEPH

100% of the proceeds from the sale of this book will go to charitable organizations

Thank you for purchasing this book



GOD BLESS

INTELLECTUAL PROPERTY CORPORATION, MALAYSIA

BUSINESS COMMUNICATION – Revision Guide (e-Book)

COPYRIGHT © LY2019002822

e-ISBN: 978-967-17275-2-2

AUTHOR: Elizabeth Jaya A/P M. Joseph (47, Jalan Pamah, Seksyen 8/1D, 40000 Shah Alam, Selangor, Malaysia)

OWNER/PUBLISHER: EEJ Varia Book Enterprise (201903151388 – SA0518225-P)

All rights reserved.

All literary work herein contained in this book belongs to and is the sole property of its copyright owners.

No part of this publication may be plagiarized, stored, reproduced or transmitted in any form or by any means: electronic, mechanical, photocopying, recording or by any information storage and retrieval system, without prior permission.

This book is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, re-sold, hired out, or circulated without the owners' and publisher's prior consent in any form of binding or cover other than that in which it is published and without a similar condition including this condition being imposed on the subsequent purchaser.

If you attempt to do any of the above methods of distributing this ebook or printed book, you will be in violation of international copyright laws and subject to fines and imprisonment. Copyright infringement is a serious crime.

But you do have permission to download this e-book for your own personal use.

Please note: This is NOT a Free Book, so you do NOT have resell rights for this book. Thus, may I please ask that if you purchased this e-book from anywhere other than this website, would you kindly report that at liz556400@yahoo.com.

Thank you.



ABOUT THE AUHOR



Dr Elizabeth J. Joseph (PhD) was a secondary school teacher of History and English and a federal school inspector of History. She obtained a Bachelor of Arts (History -Honors) degree and has a Diploma in Education as well as a Diploma in Teaching English as a Second Language (TESL). She also obtained a Masters' degree in English as a Second Language (MESL) and a Doctoral degree in Educational Psychology in the area of creativity. All her diplomas and degrees were obtained from the University of Malaya, in Malaysia. She is a certified trainer in creativity.

Her professional career includes teaching in public schools, inspecting public and private educational institutions and lecturing in colleges, institutions and universities both public and private in Malaysia.

Over the years she has taught proficiency in the English language, English Literature, Business English, Business communication, English for management, Speech communication, and speaking skills, Personal development and Critical/Creative thinking. She has also been involved in teacher training programs and syllabus design. She has conducted seminars and workshops on Speaking skills, Creativity, Thinking skills, Hypno-motivation, Mind-science principles, and Study skills.

She has contributed a number of articles to the local newspapers, magazines, and journals. She was a member of Toastmasters International, Mind Science Association and Scrabble Association of Malaysia. She has participated in many Scrabble Competitions in Malaysia.

Dr Elizabeth, a Malaysian Indian, resides in Shah Alam, Selangor, Malaysia and she can be contacted by e-mail, liz556400@yahoo.com

FOREWORD

The author Dr Elizabeth Jaya Joseph has indeed used her knowledge, expertise and experience in business communication in particular and in real-life business dealings in general to produce this book entitled, "Business Communication - A Revision Guide" for especially students and lecturers who have to take or teach a business communication course respectively.

Business communication is paramount in a globalized and diverse world of today and cannot be ignored by especially employers and employees in all organizations. Good communication skills can further one's career and prospects as well as bring success and goodwill to an organization.

This book will definitely serve as an invaluable tool for all who are interested in knowing what a business communication course entails in a concise and comprehensive manner. Lecturers and students will be familiar with the business communication topics through the modules, and the units that are well arranged and dealt with meticulously.

To me, the highlights of the book are the many questions on memorandums, letters, e-mails, reports, questionnaire situations and multiple-choice items that can guide lecturers and students on the kinds of questions to set and on the types of questions to expect in tests and examinations respectively.

To someone like me who has had the experience of teaching Business Communication at the tertiary level, I can vouch for the importance of this book for all students and lecturers to further guide them in the interesting subject of business communication.

Dr Mazni Saad

Assistant Professor

Kulliyyah of Languages and Management

International Islamic University Malaysia

PREFACE

This book entitled, "Business Communication - A Revision Guide" will be useful to anyone interested in business communication especially business communication students and lecturers at the tertiary level.

The book's five modules cover business communication topics such as Foundations and principles for successful communication; Language and business communication; Business messages, approaches, memorandums, letters and e-mails; Fundamental aspects of report writing; and Employment communication.

The Language and business communication module cover basic communication skills and essential English grammatical aspects. These are important as English language is an international language in the business world and proficiency in the English language is greatly needed for successful communication.

All the units in each module cover different business topics and situations. Each unit gives the opportunity to practice a wide range of business communication skills as it contains assessment questions suitable for individual and group activities that integrate reading, speaking, listening and writing tasks. The assessment questions also give opportunities for discussion, problem solving and role playing as they probe one's critical and creative thinking skills. The integrated activities can be done in pairs and small groups so that everyone has a chance to participate and communicate.

Business communication students will find this guidebook a valuable tool for quick revision purposes individually or in their peer groups especially before tests and examinations. This book will also make them aware of the kinds of questions that could be set in tests and examinations.

Business communication lecturers especially new employees will find this revision guide an indispensable tool to know how to focus on important topics and areas of the business communication subject when they teach. They will also get to know how to set test and examination questions on all aspects of business communication.

This book could also be utilized by adult employees who will be entering the world of business at the end of their tertiary education. The five modules encapsulated in a nutshell, can be a constant reminder to them of the important areas in business communication and how they are still relevant in their everyday lives in the workplace environment. They will be able to use the finer points explained and expressed in the modules when they have to deal with all kinds of people such as their employers, other employees, customers, clients, and stakeholders verbally or in the written mode. The book can also be helpful to those who have to write memorandums, letters, e-mails and reports as part of their job specifications.

This book which is a business communication revision guide is recommended to all, especially students and lecturers who want to know about business communication in a comprehensive manner. It could be an initial as well as an ultimate guide to treasure.

Dr. Elizabeth Jaya Joseph

CONTENTS	PAGE
Intellectual Property Corporation, Malaysia	3
About the Author	4
Foreword	5
Preface	6
 PART ONE	
 MODULE 1	
Foundation and Principles for Successful Communication	
Unit 1 - Communication-definition, benefits and goals	13
Unit 2 - Communication process	15
Unit 3 - Communication barriers	17
Unit 4 - Communication types	18
Unit 5 - Communication structures	19
Unit 6 - Communication systems	20
Unit 7 - Communication tools	21
Unit 8 - Communication ethics	23
Unit 9 - Communication legalities	24
Unit 10 - Communication and collaboration across cultures	25
Quiz 1 - Filling in the blanks with one-word answers	26
Quiz 2 - Identifying true/false questions	27
 MODULE 2	
Language and Business Communication	
Unit 1 - Choosing powerful and precise words	28
Unit 2 - Concocting simple but effective sentences	30
Unit 3 - Building solid and memorable paragraphs	33
Unit 4 - Catering and adjusting to your audience	35
Unit 5 - Keeping in view the 7Cs of communication	36
Unit 6 - Paying attention to grammatical aspects	39
Quiz 1 - Filling in the blanks with one-word answers	44
Quiz 2 - Identifying true/false questions	45
 MODULE 3	
Business Messages/Approaches/Memorandums/Letters /E-mails	
Unit 1 - Business messages	46
Unit 2 - Neutral or routine messages	48
Unit 3 - Positive or good news messages	49

Unit 4 - Negative or bad news messages	50
Unit 5 - Persuasive messages	51
Unit 6 - Effective writing approaches	52
Unit 7 - Memorandum guidelines and format	55
Unit 8 - Letter guidelines and format	58
Unit 9 - E-mail guidelines and format	62
Quiz 1 - Filling in the blanks with one-word answers	66
Quiz 2 - Identifying true/false questions	67

MODULE 4

Fundamental Aspects of Report Writing

Unit 1 - Definition and parts of a report	68
Unit 2 - Types and purposes of reports	71
Unit 3 - Proposals and format	73
Unit 4 - Writing process for reports	76
Unit 5 - Graphics in Reports	78
Quiz 1 - Filling in the blanks with one-word answers	81
Quiz 2 - Identifying true/false questions	82

MODULE 5

Employment Communication

Unit 1 - Identifying a job vacancy	83
Unit 2 - Researching/Analyzing a job vacancy	84
Unit 3 - Constructing a résumé	85
Unit 4 - Applying for a job	87
Unit 5 - Preparing for the job interview	89
Unit 6 - Handling the interview	90
Quiz 1 - Filling in the blanks with one-word answers	93
Quiz 2 - Identifying true/false questions	94

PART TWO

30 MEMORANDUM QUESTIONS

Q1 - Characteristics of a successful salesperson	95
Q2 - Tips to gain financial freedom	95
Q3 - Importance of the reading habit	96
Q4 - Importance of enhancing one's image and company's image	97
Q5 - Key measures that leaders can enforce during challenging times	97
Q6 - How to become self-empowered employees?	98
Q7 - Saving energy, creating a healthy workplace and reducing costs are vital	98
Q8 - Strong work ethics are vital characteristics of success	99
Q9 - Ways to protect on-line reputation	99
Q10 - Importance of improving writing skills	100

Q11 - Proper way of giving critical feedback to problematic employees	100
Q12 - Your destiny is in your hands	101
Q13 - Tips on how to stop wasting money	101
Q14 - Tips to improve English language skills	102
Q15 - Revealing the bad news of death	102
Q16 - Problems at the office coffee lounge	103
Q17 - Announcing new educational incentives	104
Q18 - General information about facilities, rules and regulations	104
Q19 - Office equipment and furniture need to be replaced	105
Q20 - Importance of excellent customer service	105
Q21 - Importance of writing effective memorandums	106
Q22 - How to combat cyber-crimes?	106
Q23 - Elements of success	107
Q24 - How to get energized and maintain peak performance?	107
Q25 - Real happiness at work	108
Q26 - Secret of achievement at the workplace	108
Q27 - Work smarter and not harder?	109
Q28 - Some simple ways to save money	109
Q29 - Importance of taking calculated and acceptable risks	110
Q30 - How to increase one's value at the workplace?	110

PART THREE

20 LETTER QUESTIONS

Q1 - Complaint/Reply - Goods and services	111
Q2 - Reservation/Enquiry - Hotel room	112
Q3 - Request approval - Extended leave	112
Q4 - Complaint/Reply - Chicken rice shop	113
Q5 - Application - Customer service executive	114
Q6 - Complaint/Reply - Stay at the hotel was not a pleasant experience	115
Q7 - Complaint/Reply - Visit to the university was unpleasant	116
Q8 - Sponsorship/Reply - Cultural talent nite	117
Q9 - Application - Finance/marketing executive	119
Q10 - Complaint/Reply - Purchase of furniture	120
Q11 - Complaint - Delivery of books	121
Q12 - Complaint/Reply - Annual English conference	122
Q13 - Information - Hike in price of overseas tour	123
Q14 - Enquiry - Master's degree	124
Q15 - Complaint/Reply - Educational seminar/workshop	125
Q16 - Complaint/Reply - Food court outlet	126
Q17 - Refusal - Sunshine orphanage	127
Q18 - Complaint - Company's annual report	127
Q19 - Enquiry/Reply - Camping trip	128
Q20 - Enquiry - Internship placement	128

PART FOUR

10 E-MAIL QUESTIONS

Q1 - Employees taking extra time for lunch and coffee breaks	130
Q2 - Creating an e-mail marketing plan	130
Q3 - Tips to build a successful career	131
Q4 - Requesting extra time to attend to a personal matter	131
Q5 - Educating workers on e-mail etiquette	132
Q6 - Ways to manage the deluge of e-mails	132
Q7 - Tips on starting an on-line business	134
Q8 - Pointers on English language aspects of writing e-mails	134
Q9 - A new and appropriate business plan	135
Q10 - Proper patterns of organization	136

PART FIVE

10 REPORT QUESTIONS

Q1 - Progress report - Housing project	137
Q2 - Compliance report- Government regulations	137
Q3 - Information report - Operating functions	137
Q4 - Trouble-shooting report - Deep financial trouble	138
Q5 - Feasibility report – New-bank branch	138
Q6 - Problem-solving report- Parking problems in the campus grounds	138
Q7 - Audit report - Terms of contract	139
Q8 - Descriptive report - Issues discussed in previous meetings	139
Q9 - Safety report - Reviewing safety issues	140
Q10 - Policy report - Adding new work policies	140

PART SIX

10 QUESTIONNAIRE SITUATIONS

Q1 - Company product facing competition	141
Q2 - High employee turnover	141
Q3 - Complaints about canteen	141
Q4 - Poor attendance by undergraduates	141
Q5 - Foreign workers	141
Q6 - Workers falling sick	142
Q7 - Decreasing sales of hand-phones	142
Q8 - More seeking for overtime work	142
Q9 - Poor response to sales training	142
Q10 - Increase of industrial accidents	142

PART SEVEN

15 QUIZ QUESTIONS (with answers)

Quiz 1 - Filling the blanks & identifying true/false questions	143
Quiz 2 - Filling the blanks & identifying true/false questions	145
Quiz 3 - Choosing the correct word/phrase & identifying true/false questions	147
Quiz 4 - Matching words with meanings & identifying true/false questions	149
Quiz 5 - Filling the blanks & identifying true/false questions	151
Quiz 6 - 7Cs, active/passive voice & types of sentences	153
Quiz 7 - Filling the blanks & identifying true/false questions	155
Quiz 8 - Choosing the right words for application/reply letters	157
Quiz 9 - Filling the blanks	159
Quiz 10 - Grammar exercises	161
Quiz 11 - Matching phrases with meanings & matching words in a letter	163
Quiz 12 - Crossword puzzle - Types of letters	166
Quiz 13 - Crossword puzzle - General business communication terms	169
Quiz 14 - Filling in the blanks in a recommendation letter	173
Quiz 15 - Filling in the blanks & identifying true/false questions	175

PART EIGHT

400 MULTIPLE-CHOICE ITEMS (with answers)

Section 1 (1-50)	177
Section 2 (51-100)	185
Section 3 (101-150)	193
Section 4 (151-200)	201
Section 5 (201-250)	209
Section 6 (251-300)	217
Section 7 (301-350)	225
Section 8 (351-400)	232
Answers to the 400 Multiple-Choice Items	240

BIBLIOGRAPHY	242
---------------------	------------

END