



**PEPERIKSAAN AKHIR / FINAL EXAMINATION
SEMESTER II – SESI 2020/2021**

KOD KURSUS : ELS2232
COURSE CODE

NAMA KURSUS :
COURSE NAME : ENGLISH COMMUNICATIVE SKILLS III

TAHUN/PROGRAM : 2 & 3 / KTD ALL
YEAR/PROGRAMME : 2 & 3 / KTD ALL

TEMPOH : 3 JAM
DURATION : 3 HOURS

TARIKH : APRIL 2021
DATE

**ARAHAN
INSTRUCTION**

1. JAWAB SEMUA SOALAN DALAM BAHAGIAN A, B, C & D.
ANSWER ALL QUESTIONS IN PART A, B, C & D.
2. JAWAB SEMUA SOALAN DI DALAM BUKU SOALAN.
ANSWER ALL QUESTIONS IN THE QUESTION BOOKLET.
3. CALON DIKEHENDAKI MEMATUHI SEMUA ARAHAN PEPERIKSAAN.
CANDIDATES ARE REQUIRED TO FOLLOW ALL EXAMINATION INSTRUCTIONS.

NO. K/P I/C NO.	
TAHUN/PROGRAM YEAR/PROGRAMME	
NAMA PENSYARAH LECTURER'S NAME	

KERTAS PEPERIKSAAN INI MENGANDUNGI 11 MUKA SURAT BERCETAK TERMASUK MUKA HADAPAN
THIS EXAMINATION PAPER CONSISTS OF 11 PAGES INCLUDING THE FRONT PAGE

PART A: JOB ADVERTISEMENT (30 MARKS)**ADVERTISEMENT 1**

Study the advertisement below and answer the questions that follow.



GRAPHIC DESIGNER
R&F Development Sdn Bhd
Johor
MYR 4,000 - MYR 6,500
Posted on 14-Jan-21

Company Overview

Guangzhou R&F Properties Co., Ltd. established in 1994 with a registered capital of CNY806 million specializes on property design, development, construction, sales, management and property related services in China. R&F is also officially licensed to develop high class property developments and provide world class property design, construction, property management and property related services. R&F is today regarded as a leading comprehensive property developer in China. We develop R&F Princess Cove in JB, Malaysia which encapsulates the HOPSCA Marina Living Concept – the first in South East Asia. It aims to provide an epitome of modern living, combining first-class residential properties, high-end business platform and premium recreational environment.

Job Description

- Responsible for the creation of marketing materials such as social media and e-commerce 's campaigns, and any relevant tools according to mall operational activities;
- Responsible to prepare draft of layout and design and conceptualize ideas into visuals;
- Responsible to produce/propose new creative ideas or design concepts according to marketing strategies;
- Responsible to liaise and coordinate with printing company to ensure all the promotional material is in good order;
- Responsible to communicate with team member regarding the design requirement and the visual contents if necessary.

Job Requirements:

- Possess minimum a Bachelor's Degree in Art/Design/Creative Multimedia, Advertising/Media, Mass Communications, Marketing or equivalent;
- Minimum 3 years of relevant working experience;
- Creative, high flexibility and able to work under pressure;
- Possess knowledge in photography, videography, photo and video editing will be an added advantage;
- Candidate who are able to work within short notice are encouraged to apply.

Additional Information

- **Career Level**
Senior Executive
- **Qualification**
Bachelor's Degree, Post Graduate Diploma, Professional Degree
- **Years of Experience**
3 years
- **Job Type**
Full-Time
- **Job Specializations**
Arts/Media/Communications, Arts/Creative Design
- **Company Size**
201 - 500 Employees
- **Average Processing Time**
17 days
- **Industry**
Property / Real Estate
- **Benefits & Others**
Miscellaneous allowance, Medical, Sports (e.g. Gym), Parking, Daily Meal Provided, Uniform
- **Specific Location**
Tanjung Puteri

To join our team, please submit your application online via Jobstreet.com.

QUESTION 1: Answer ALL questions in the space provided.

1. According to the advertisement, what is the position offered?

_____ (1 mark)

2. How can a candidate submit his application?

_____ (1 mark)

3. State **ONE (1)** job description of the position offered.

_____ (1 mark)

4. What is the academic requirement stated in the advertisement?

_____ (1 mark)

5. Does the position require any working experience?

_____ (1 mark)

6. In your own opinion, explain why *“Able to work under pressure”* is one of the requirements needed by the employer.

_____ (2 marks)

7. What are the fringe benefits offered by the company?

_____ (2 marks)

8. Where is the location of the company?

_____ (1 mark)

Write (T) if the statement is TRUE or (F) if the statement is FALSE.

1. The company is looking for candidates who are honest and trustworthy.
2. Candidates with good interpersonal skills are more likely to be accepted.
3. Applicants for the position offered must able to produce new creative ideas or design concepts.
4. Candidates must have the knowledge in photography, videography and video editing.
5. Candidates selected for the position offered will undergo an intensive training.

(5 marks)

ADVERTISEMENT 2

Study the advertisement below and answer the questions that follow.



Commercial Sales Advisor

Astro

Penang

Posted on 12-Jan-21

Company Overview

Astro Malaysia Holdings Berhad (Astro) is Malaysia's leading content and consumer company, serving 5.7 million or 75% of Malaysian households across our TV, radio, digital and commerce platforms. As a trusted brand, Astro keeps Malaysians entertained and informed with a variety of vernacular, international and live sports content; engaging with 24 million individuals. In 2019, we elevated customer viewing experience by launching the Ultra Box, our latest 4K Ultra High Definition Set-top box with Cloud Recording, and introduced content-broadband bundles to cater to customers' needs. Our streaming service, Astro GO, allows its 1.4 million monthly active users to access their preferred content anytime, anywhere across multiple devices.

Job Description

- To achieve revenue targets for commercial postpaid subscribers.
- To execute sales blitz and follow up leads given by reporting managers
- Actively seeking prospects and opportunities through calling and networking
- Introduce new products & develop strong relationship with Enterprise Customers
- Negotiate/close deals and handle feedback from customers
- Responsible to drive sales digitalization and customer management through digital platform.
- To study and understand market intelligence on competitors and market outlook.

Requirements

- Minimum SPM or equivalent
- Experience in services related industries.
- Sales background from FMCG or Direct Sales companies.
- Good communication skills; Ability to speak and write good Bahasa Malaysia and English.

Additional Information

- **Career Level**
Non-Executive
- **Qualification**
Primary/Secondary School/O Level
- **Years of Experience**
1 year
- **Job Type**
Full-Time
- **Job Specializations**
Sales/Marketing, Retail Sales
- **Company Size**
2001 - 5000 Employees
- **Average Processing Time**
24 days
- **Industry**
Entertainment / Media
- **Benefits & Others**
Dental, Education support, Miscellaneous allowance, Medical, Sports (e.g. Gym), Parking, Vision, Regular hours, Mondays - Fridays, Business (e.g. Shirts)

To join our team, please submit your application online via Jobstreet.com.

QUESTION 2

Analyse both **Advertisement 1** and **Advertisement 2**. Then, decide which position is more suitable for you. State your reasons in the table below.

I choose _____ in advertisement _____.	(2 marks)
My reasons are:	
1. _____ _____ _____	(2 marks)
2. _____ _____ _____	(2 marks)
3. _____ _____ _____	(2 marks)
4. _____ _____ _____	(2 marks)
5. _____ _____ _____	(2 marks)
6. I have skills in: _____ _____ _____	(3 marks)

PART B: GRAMMAR (30 MARKS)**QUESTION 1**

Complete the text below with the correct form of verbs in the brackets.

Dear Martin,

First, let me introduce myself. My name **1) _____ (be)** Mohd Haikal Mohd Ruzi and I am from Port Dickson, Malaysia. I am 23 years old. At the moment, I am studying automobile engineering in a local university. My final examination **2) _____ (be)** next month. After that, I **3) _____ (have)** a two-month holiday.

I **4) _____ (see)** your advertisement regarding your expedition to Africa in the magazine "World Traveller". The expedition **5) _____ (sound)** exciting. As I **6) _____ (love)** travelling and adventure, I would like to join your group. So far, I **7) _____ (go)** to several countries in Europe. Last year, I **8) _____ (join)** an adventure camp in Switzerland and **9) _____ (enjoy)** the mountain - climbing activities. I have never been to Africa and your expedition **10) _____ (be)** what I have been waiting for.

I **11) _____ (be)** sure I will be a useful member of your group. I **12) _____ (speak)** three languages - English, French and Arabic. I also like meeting people. Besides that, I can **13) _____ (cook)**, and quite well too. When I **14) _____ (be)** young, my mother **15) _____ (teach)** me a few simple dishes. Most of my friends **16) _____ (be)** happy with my cooking. As your expedition **17) _____ (require)** experienced drivers, I am glad to say that I am a skillful driver and I can also service and **18) _____ (repair)** vehicles.

I hope you could **19) _____ (consider)** me favourably for your expedition, I **20) _____ (look)** forward to hearing from you soon.

Yours sincerely,

Haikal

(20 marks)

QUESTION 2

Fill in the blanks with the correct form of the verbs.

1. This soup _____ (is / are) very tasty.
2. I _____ (does / do) not know the truth.
3. The books _____ (is / are) quite expensive.
4. His driver's license _____ (has / have) expired.
5. The news _____ (has / have) shocked everyone.
6. She _____ (does / do) charity work when she has time.
7. Some of the water _____ (has / have) already gone bad.
8. Billiards _____ (is / are) a popular game among teenagers.
9. Both of us _____ (doesn't, don't) want to join the trip to Pangkor.
10. Some of the books on the shelf _____ (has/have) not been read since they were first placed there.

(10 marks)

PART C: LETTER WRITING (20 MARKS)

Write a cover letter to apply for the post that you have chosen in PART A. Your cover letter must include the contents of your resume.

PART D: RESUME WRITING (20 MARKS)

You are a graduating student and expected to be in the working sector soon. Write a resume to be sent to your prospective employers. You may include these points in your resume:

- a) Your personal details
- b) Career Objective
- c) Academic qualifications
- d) Co-curricular activities
- e) Working experience and any other relevant and useful information in your resume.

END OF QUESTION