

**THE COUNCIL OF COMMUNITY COLLEGES OF JAMAICA****ASSOCIATE OF SCIENCE EXAMINATION****SEMESTER II – 2019 MAY**

**PROGRAMMES:** ALL PROGRAMMES

**COURSE NAME:** COMMUNICATION II

**CODE:** COMM1202

**YEAR GROUP:** ONE

**DATE:** MONDAY, 2019 MAY 6

**TIME:** 12:00 NOON – 2:00 P.M.

**DURATION:** 2 HOURS

**EXAMINATION TYPE:** FINAL

*This Examination Paper has 10 Pages*

**INSTRUCTIONS:**

1. ANSWER ALL QUESTIONS FROM SECTION A
2. SECTION B CONSISTS OF FOUR (4) QUESTIONS. ANSWER ANY TWO (2)

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## SECTION B

**Instruction:** In the booklet provided, answer any TWO (2) questions from this section.

### Question 1

As the Director of Human Resources at Bourne Community College, you have observed signs of growing discontent among the various categories of staff. More specifically, you have observed frequent absences, lowered productivity and lack of support for the initiatives of the College. The Principal has instructed you to conduct a thorough investigation to determine the cause of the discontent and present the findings at the next management meeting.

During your investigations, you unearthed the following issues:

1. Job insecurity
2. Unrealistic expectations
3. Lack of adequate communication
4. Limited opportunities for professional growth

### Task

As the Director of Human Resources, prepare a:

- A. **formal report** to be submitted to the Principal. The report should include:
    - i. details related to the issues faced by the employees
    - ii. at least **THREE (3)** appropriate recommendations to address the challenges

**(20 marks)**
  - B. a notice inviting the management team to a meeting to discuss the findings. **(10 marks)**
- (Total 30 marks)**

## **Question 2**

As the Staff Welfare Officer of DBJ Manufacturing Company Ltd, you have observed that several employees are frequently absent work due to lifestyle illnesses associated with hypertension, diabetes and obesity. You are now tasked with spearheading initiatives to enhance the overall mental and physical health of the employees. In keeping with this, you have developed a Corporate Health and Wellness Programme and wish to launch it as part of a Health and Wellness Fair. The event will be fully sponsored by the company and will feature activities for the entire family, including health checks, food, entertainment, booth displays and a special presentation by renowned lifestyle specialist, Janu Francis.

### **Tasks**

As the Staff Welfare Officer:

- A. write a **letter of request** for the use of a suitable venue to host the Health and Wellness Fair (12 marks)
- B. draft a **press release** to inform the public of the event (18 marks)

**(Total 30 marks)**

## **Question 3**

Your company recently introduced a new technology – CRM Pro - for use by the sales team; This system, which automates many aspects of the sales process, must be used by the sales team to enter all sales closed along with the relevant supporting documents; generate reports; send requests for orders to be raised; and calculate commission payments. There is, however, strong resistance from the staff.

As the ICT Development Officer, you have been asked by your supervisor to ascertain the reason for this resistance. In doing so, you interviewed members of the sales team and had a specialist do an assessment of the system. From this, you learnt that:

- i. communication related to the change was inadequate;
- ii. some features tied to the system are not working correctly;
- iii. employees were not trained to use the system; and
- iv. some employees simply do not like the change and think it was of no value.

### **Tasks**

- A. As the ICT Development Officer, prepare the short informal report for submission to your Supervisor. (18 marks)
- B. As the Supervisor, write a memorandum to the staff highlighting what will be done to address their concerns. (12 marks)

**(Total 30 marks)**

**Question 4**

Michelle James has been a loyal customer of Star View Television – her cable television service provider for the last ten years. She has always successfully paid for her service online, directly from her bank account, but she noted that her January 2019 payment was not reflected despite the funds coming from her account. Michelle has made numerous calls to customer service and visits to the office showing evidence of payment; however, despite the promises that the issue would be resolved, her account still reflects the missing payment and she is being charged late fees. It is now May 2019 and Michelle's cable service has been disconnected because of that 'non-payment'. Michelle is now frustrated.

**Tasks**

- A. As the disgruntled customer, write a **letter of complaint** to Star View Television (15 marks)
- B. As the Customer Service Manager, write a **letter of adjustment** to the disgruntled customer. (15 marks)

(Total 30 marks)

**END OF EXAMINATION**