

Examination No. _____

THE PUBLIC ACCOUNTANTS EXAMINATION
COUNCIL OF MALAWI

2009 EXAMINATIONS

CERTIFICATE IN FINANCIAL ACCOUNTING
PROGRAMME

PAPER FA 1: BUSINESS COMMUNICATION

THURSDAY 3 DECEMBER 2009

TIME ALLOWED: 3 HOURS

2.00PM - 5.00 PM

INSTRUCTIONS: -

1. You are allowed **15 minutes** reading time **before the examination begins** during which you should read the question paper and, if you wish, make annotations on the question paper. However, you will **not** be allowed, **under any circumstances**, to open the answer book and start writing or use your calculator during this reading time.
2. Number of questions on paper - 7.
3. Answer **FIVE** questions **ONLY**.
4. If a question has parts (a), (b) or (c), answer all the parts.
5. Each question carries 20 marks.
6. Marks will be awarded for correct content, logic and language.
7. Begin **each** answer on a fresh page.
8. This paper must **not** be removed from the examination hall.
9. **DO NOT OPEN THIS PAPER UNTIL YOU ARE INSTRUCTED BY THE INVIGILATOR.**

This question paper contains 4 pages

1. One definition sees communication as a continuous interactive process of exchanging, imparting, sharing, transmitting knowledge and information.

Required:

- (a) What do the following terms mean, in relation to the communication process?

- (i) Message
- (ii) Sender
- (iii) Encoding
- (iv) Decoding
- (v) Medium/channel
- (vi) Receiver
- (vii) Barrier
- (viii) Feedback

8 Marks

- (b) The following are forms of communication:

- (1) Visual communication
- (2) Oral communication
- (3) Non-verbal communication
- (4) Written communication

8 Marks

Required:

Explain what they involve and mention any **one** example for each.

- (c) Mention any **one** barrier for each of the forms of communication given in (b), above.

4 Marks

(TOTAL : 20 MARKS)

Continued/.....

2. Imagine you are the Senior Accounts Assistant in a busy manufacturing company. You have been asked by management to “convene” a meeting for members of staff in your section to update them on policy issues.

Required:

- (a) Explain what it means to “convene” a meeting. **4 Marks**
- (b) Describe any **two** documents that are required before and during a meeting and show the importance of each one of them. **6 Marks**
- (c) If you were the secretary of a meeting, describe **five** things that you would do to ensure that the meeting is successful. **10 Marks**
(TOTAL : 20 MARKS)

3. Business letters are a common and effective way of communication in organisations.

Required:

- (a) State any **four** advantages which letters have over oral communication. **8 Marks**
- (b) Explain the importance of a letterhead. **2 Marks**
- (c) Imagine you are the manager of a company that processes foodstuffs (from produce) for export. Your supplier is Kulima Farmers Association (KFA), with whom you have a three year contract. After faithfully supplying the farm produce for one year, KFA abruptly stops supplying without any explanation.

Required:

Write to KFA to find out why they have stopped the supply, making sure that you outline the problems your company is facing because of this action. Also state the likely consequences KFA will face for breach of contract. **10 Marks**
(TOTAL : 20 MARKS)

Continued/.....

4. Your friend who has never attended an interview before has been invited to attend one to fill the vacancy of an accounts clerk in a big company. He has written to you for advice.

Required:

- (a) Mention any **four** things that your friend should do to prepare for the interview. **8 Marks**
- (b) Mention any **four** things that your friend should do to create a positive impression during the interview. **8 Marks**
- (c) Suggest any **four** questions that your friend could be asked during the interview. **4 Marks**

(TOTAL : 20 MARKS)

5. Memos are an example of business correspondence which should be written efficiently.

Required:

- (a) Using appropriate examples from business writing, explain the importance of the following in effective business writing:
- (i) completeness
 - (ii) clarity
 - (iii) conciseness
 - (iv) courtesy
 - (v) correctness

10 Marks

- (b) Imagine that you are heading the accounts section in an educational institution. You have noticed that many members of staff have a tendency of absenting themselves from meetings, giving flimsy or lame excuses.

Required:

Write a memorandum to the members of staff stressing the importance of attending meetings and outlining how the members and the organisation can benefit from meetings.

10 Marks

(TOTAL : 20 MARKS)

Continued/.....

6. The bulk of human communication involves using different forms of oral presentations.

Required:

- (a) State any **four** advantages of oral presentations as a form of communication. **8 Marks**
- (b) Outline any **four** things that you should do to gain the attention of the audience during an oral presentation. **8 Marks**
- (c) Mention any **four** things that you should do in an oral presentation to ensure that the points you make are clear. **4 Marks**
(TOTAL : 20 MARKS)

7. Active and interactive listening are very important for effective communication in an organisation.

Required:

- (a) State what is meant by:
- (i) active listening;
- (ii) interactive listening. **4 Marks**
- (b) The telephone is the most frequently used channel of communication in the organisation that requires active and interactive listening skills.

Required:

- Outline any **four** other skills of an effective telephone user. **8 Marks**
- (c) State any **four** barriers to communication in the organisation and for each, suggest **one** way of minimizing it. **8 Marks**
(TOTAL : 20 MARKS)

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