

Examination No. _____

THE PUBLIC ACCOUNTANTS EXAMINATION
COUNCIL OF MALAWI

2010 EXAMINATIONS

CERTIFICATE IN FINANCIAL ACCOUNTING
PROGRAMME

PAPER FA 1: BUSINESS COMMUNICATION

WEDNESDAY 1 DECEMBER 2010

TIME ALLOWED: 3 HOURS
2.00PM - 5.00PM

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 are **not** 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 paper contains 4 pages

1. In the business world, a significant part of business transactions are done through the process of communication. The two main elements in the communication process are sender and receiver.

Required:

- (a) (i) Explain the meaning of the terms “sender” and “receiver”. **2 Marks**
 (ii) Mention **one** role that is played by each one of them. **2 Marks**
- (b) Apart from sender and receiver, outline any **four** other elements that are essential to the communication process and explain what they are. **8 Marks**
- (c) Explain the following communication contexts or levels and give **one** example of a message that can be communicated at that level:
- (i) Intrapersonal communication **2 Marks**
 (ii) Interpersonal communication **2 Marks**
 (iii) Small group communication **2 Marks**
 (iv) Mass communication **2 Marks**
- (TOTAL : 20 MARKS)**

2. Non-verbal communication (NVC) is an integral part of the communication process since it performs important functions.

Required:

- (a) Explain what is meant by the term “non-verbal communication (NVC)”. **2 Marks**
- (b) Mention any **four** examples of non-verbal communication signals and suggest **one** message that can be conveyed by each one of them. **8 Marks**
- (c) Outline any **five** functions or uses of non-verbal communication. Illustrate your answer with examples. **10 Marks**
- (TOTAL : 20 MARKS)**

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3. Formal communication in organizations flows in various directions, carrying particular messages.

Required:

- (a) Explain **each** of the following directions and state the type of message that can be conveyed:
- (i) Diagonal **2 Marks**
 - (ii) Upward **2 Marks**
 - (iii) Horizontal **2 Marks**
 - (iv) Downward **2 Marks**
- (b) State any **three** advantages and any **two** disadvantages of horizontal flow of communication. **10 Marks**
- (c) Mention any **two** words that are commonly used to describe informal communication in an organisation. **2 Marks**
- (TOTAL : 20 MARKS)**

4. The word “memo” is a short form of a frequently used type of correspondence.

Required:

- (a) What is a memo? **2 Marks**
- (c) Outline any **four** advantages of a memo over other types of correspondence. **8 Marks**
- (d) Imagine that you are the supervisor in the accounts section of a large company that supplies stationery to institutions. Of late, you have noticed that a majority of the staff in your section report for work one or one and a half hours late, blaming this on traffic jam or unpredictable minibus diversions and breakdowns. As a result, there is a backlog of work which is slowing down delivery services.

Required:

Write a memo to all members of staff, reminding them of the rules and regulations about punctuality and consequences of perpetual late-coming.

10 Marks
(TOTAL : 20 MARKS)

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5. A meeting can never be an effective form of communication without planning and preparation.

Required:

- (a) Explain the following and their importance to the planning and preparation for a meeting:
- (i) Notice **2 Marks**
 - (ii) Agenda **2 Marks**
 - (iii) Venue **2 Marks**
 - (iv) Minutes of previous meeting **2 Marks**
- (b) Explain the following terms as they relate to meetings:
- (i) Matters arising **2 Marks**
 - (ii) Quorum **2 Marks**
 - (iii) Motion **2 Marks**
 - (iv) Adjourn **2 Marks**
- (c) Mention any **two** types of meetings and state the purpose of each one of them. **4 Marks**

(TOTAL : 20 MARKS)

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6. When communicating written messages in organizations, correct format and logical organization of information is important.

Required:

- (a) State any **two** reasons why correct format is important in written communication. **4 Marks**
- (b) Outline any **three** advantages of logical organization of information in written communication. **6 Marks**
- (c) Imagine you work as an accounts assistant in Zatore and Sons Ltd, a company that supplies agricultural implements and products to farmers. A week ago, a large scale farmer purchased several farm implements and seed worth a lot of money. You send him an invoice and he writes back to tell you that you have sent him a wrong invoice.

Required:

Write to the farmer, to correct the situation.

10 Marks
(TOTAL : 20 MARKS)

7. In formal organizations a common feature of the informal communication network is serialization, also known as chain communication.

Required:

- (a) Explain what happens in serialization/chain communication and give an example to illustrate your answer. **4 Marks**
- (b) State **four** disadvantages of serialization/chain communication. **8 Marks**
- (c) Explain the following problems that are bound to happen with serialization/chain communication.
- (i) Gatekeeping **2 Marks**
 - (ii) Levelling **2 Marks**
 - (iii) Sharpening **2 Marks**
 - (iv) Assimilation. **2 Marks**

(TOTAL : 20 MARKS)

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