

EXAMINATION NO. \_\_\_\_\_



**2015 EXAMINATIONS**

**CERTIFICATE IN FINANCIAL ACCOUNTING PROGRAMME**

**PAPER FA 1 : BUSINESS COMMUNICATION**

**FRIDAY 4 DECEMBER 2015**

**TIME ALLOWED: 3 HOURS  
2.00 PM - 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 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 - 6.
3. Answer any **FOUR** questions **ONLY**.
4. If a question has parts (a), (b) or (c), answer all the parts.
5. Each question carries 25 marks.
6. Marks will be awarded for correct content, logic and language.
7. Begin **each** answer on a fresh page.
8. This question 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 8 pages

1. The communication process involves distinct elements that perform specific functions.

**Required:**

- (a) Define “communication”. **3 Marks**
- (b) Explain the following pairs of commonly confused elements to show that you know their specific functions in the communication process. Give **one** example for each element.
- (i) Sender/Receiver **4 Marks**
  - (ii) Encoding/decoding **4 Marks**
  - (iii) Message/feedback **4 Marks**
  - (iv) Medium/channel **4 Marks**
- (c) Explain, with examples, what the following characteristics of the communication process mean:
- (i) interactive **2 Marks**
  - (ii) two-way **2 Marks**
  - (iii) cyclic **2 Marks**
- (TOTAL : 25 MARKS)**

2. Communication is effective if the receiver understands the main idea conveyed in a message. The message can be verbal or non-verbal.

**Required:**

- (a) Differentiate verbal messages from non-verbal messages. **2 Marks**
- (b) Read the following paragraphs and in one sentence summarize the main idea of each paragraph. Use your own words as far as possible.
- (i) Paragraph 1

Human beings are like any other living organisms in that they keep alive through biological processes. They breathe, eat, digest and excrete either constantly or with cyclic regularity. Like all members of the biological family, human beings maintain life processes automatically. **2 Marks**

**Continued/.....**

(ii) Paragraph 2

A computer is multipurpose and can enable a person to multitask. An individual may use a computer to calculate tax deduction or to play a football game. An attorney may use a computer to print monthly statements for his clients. A company may prepare employee payroll with a computer. Rival factions in a war can direct armed missiles to a target by computer. **2 Marks**

(iii) Paragraph 3

Elderly people have numerous challenges in their lives. Their changing appearance (wrinkles, stooping posture etc) makes them less attractive in the eyes of the rest of the society. They may begin to forget things quickly – even things that they have been told a few minutes earlier. **2 Marks**

(iv) Paragraph 4

The great apes of the monkey family exhibit a wide variety of social behaviour. The ‘gibbons’ are noisy and aggressive, moving about tree tops in groups. The ‘orangutan’ on the other hand is a loner and males apparently keep away from females except in the mating season. The ‘gorilla’ is found in groups consisting of a single adult male, two or more females and their offspring. **2 Marks**

(c) Explain any **five** ways through which one can communicate non-verbally. Give one example for each. **10 Marks**

(d) Explain the following terms as used in non-verbal communication:

- |       |              |               |
|-------|--------------|---------------|
| (i)   | Kinesics     | <b>1 Mark</b> |
| (ii)  | Proxemics    | <b>1 Mark</b> |
| (iii) | Paralanguage | <b>1 Mark</b> |
| (iv)  | Chronemics   | <b>1 Mark</b> |
| (v)   | Tacesics     | <b>1 Mark</b> |

**(TOTAL : 25 MARKS)**

**Continued/.....**

3. Communication in an organization has specific functions and flows in definite directions in relation to the functions.

**Required:**

- (a) Using clear and relevant examples, outline any **five** functions of communication in an organization. **10 Marks**
- (b) Explain **each** of the following flow of communication and give one example of the type of messages flowing in that direction:
- (i) downward **2 Marks**
  - (ii) upward **2 Marks**
  - (iii) horizontal **2 Marks**
  - (iv) diagonal **2 Marks**
  - (v) grape vine **2 Marks**
- (c) Electronic communication, like the internet, has become indispensable in organizations.

**Required:**

- (i) Explain what is meant by “internet”. **2 Marks**
- (ii) Mention any **three** ways in which you can use the internet to enhance communication in an organization. **3 Marks**

**(TOTAL : 25 MARKS)**

**Continued/.....**

4. Correctness is an important attribute of business communication as any incorrect presentation can result in loss of business or customers.

**Required:**

- (a) Below is a letter that breaks some rules of business writing. Rewrite it.

To: Manager, Unity Computer Solutions Box 00012 LL3

From: Supervisor Accounts Dept, Thonje Textiles Box 10 BT

Subject: New soft ware

Dear Sir, Madam. Is it true your company has new accounting soft weare? I saw the ad in yesterday's "Daily Noise". We want some for our account's dept. please supply us and also the prize. Don't forget to also send the catulogie for improving our accounts dept.

yours Sincerely

V V Z Kwayera

**10 Marks**

- (b) Rewrite the following sentences and fill in each blank with a suitable word chosen from the pairs given at the end.

(i) The Accounts Office has \_\_\_\_\_ new desks. **1 Mark**

(ii) Please take note of the change of \_\_\_\_\_ of "Cherished Products", our biggest client. **1 Mark**

(iii) The chairman's \_\_\_\_\_ is very tight; he might not visit all departments. **1 Mark**

(iv) Keep the receipts and invoices in \_\_\_\_\_ drawers. **1 Mark**

(v) Salaries will be raised by 50% \_\_\_\_\_ the board. **1 Mark**

(vi) The company has \_\_\_\_\_ a consignment of accounting books from anonymous donors. **1 Mark**

(vii) By July end our two branches will operate \_\_\_\_\_ of the Head Office. **1 Mark**

(viii) Management is considering giving an \_\_\_\_\_ to hardworking employees. **1 Mark**

(ix) We also need to raise \_\_\_\_\_ of our goods to keep up with the inflation. **1 Mark**

**Continued/.....**

- (x) I \_\_\_\_\_ him when he swore he did not steal the accountant's laptop. **1 Mark**

Pairs of words to choose from:

- believed/believed
- acquire/aquire
- independent/independent
- itinerary/itinerary
- recieved/received
- seperate/separate
- insentive/incentive
- accross/across
- address/adress
- altogether/alltogether
- prizes/prices

**10 Marks**

- (c) Explain the following terms as they relate to business communication:

- (i) Completeness **1 Mark**
- (ii) Conciseness **1 Mark**
- (iii) Clarity **1 Mark**
- (iv) Consideration **1 Mark**
- (v) Concreteness **1 Mark**

**(TOTAL : 25 MARKS)**

**Continued/.....**

5. Oral communication is perhaps the most commonly used form of communication in an organization and the communication may sometimes be enhanced by the use of visual aids.

**Required:**

- (a) Using relevant examples, explain what is involved in **each** of the following oral communication contexts/situations:
- |                          |                |
|--------------------------|----------------|
| (i) Interview            | <b>2 Marks</b> |
| (ii) Meeting             | <b>2 Marks</b> |
| (iii) video conferencing | <b>2 Marks</b> |
| (iv) speech              | <b>2 Marks</b> |
| (v) oral report          | <b>2 Marks</b> |
- (b) Using any **three** relevant examples, explain what is meant by visual aids in oral communication. **5 Marks**
- (c) Outline any **five** ways in which visual aids can enhance an oral presentation. **10 Marks**
- (TOTAL : 25 MARKS)**

6. Short reports provide useful feedback on given tasks in an organization. An effective report answers what are popularly known as the five **Ws**.

**Required:**

- (a) State what **each W** stands for and explain the kind of information which may be expected on each in an incident report. **10 Marks**
- (b) Imagine you are an accounts assistant in an accounts office of a busy private hospital. You share the office with two other accounts staff. The office has three desktop computers, a printer, a scanner and numerous files. You came one morning and found the door broken and a number of items missing from the office.

**Required:**

Write a memo to your supervisor on the incident. **10 Marks**

**Continued/.....**

(c) The following sentences have errors of grammar and language use. Correct the sentences.

(i) Malawi is also knowed as the “Warm heart of Africa”. **1 Mark**

(ii) Mzuzu is very far; it takes eight or nine hours from Blantyre to get their. **1 Mark**

(iii) The principle of our college has retired after twenty years of service. **1 Mark**

(iv) The messenger is understanding what you are saying. **1 Mark**

(v) In her report, Juliet done the wrong thing by mentioning people’s names without their permission. **1 Mark**

**(TOTAL : 25 MARKS)**

**E N D**