

STRICTLY CONFIDENTIAL



2015 EXAMINATIONS

CERTIFICATE IN FINANCIAL ACCOUNTING PROGRAMME

PAPER FA 1 : BUSINESS COMMUNICATION

FRIDAY 5 JUNE 2015

TIME ALLOWED: 3 HOURS

SUGGESTED SOLUTIONS

1. (a) Transactional = there is transfer of messages/information between people involved
- Two-way = people involved in the exchange of messages or information flows in both directions
- Reciprocal = there is an interchange of messages/information – giving and receiving in turns
- Cyclic = messages make a complete cycle i.e. start from one person to another and begin all over again
- Situational = messages/information flow according to the situation
- (b) Receiver = the person for whom the message or information is meant
- Encoding = formulating the message into a form to be Understood
- Feedback = response to a message
- Channel = the tool or physical path that is used to transmit the message
- Sender = initiator/source of the message
- Message = the information to be communicated
- Barrier = anything that blocks the message from getting to the receiver the way it is meant
- Decoding = interpreting the message to get the intended meaning
- (c) “Signal words” and what they show
- (i) However: signals change of direction in the sender’s thought
 - (ii) For instance: signals an illustration
 - (iii) Also: signals addition
 - (iv) Most significantly: signals emphasis
 - (v) Finally: signals a conclusion

2. (a) Audience = the person/persons for whom the message is meant.
Another word is Receiver.

(b) Reasons for audience analysis

- to help speaker prepare a speech that addresses the needs of the audience
- to enable speaker choose a topic of general interest

(c) Four factors to consider when choosing a topic

- Interesting to speaker – speaker will be motivated to look for interesting information.
- Interesting to audience – audience will listen attentively to gain useful information.
- Significant/relevant to audience needs
 - they will feel it is worthwhile to listen
- Fits time limit
 - Information has to be given within a short time span to avoid boredom
- Easily researched – speaker to get wide sources of interesting information.
- Timely/current – speaker to aim at giving new information to audience.

(d) Matching pairs of words that are pronounced the same

A	B
miner	one who works in a pit
minor	a person under age
feat	achievement
feet	you stand on them
sail	it catches the wind to move the boat
sell	exchange of goods for money
heel	back of a foot
heal	make healthy again
steel	hard alloy used for making knives
steal	take what is not yours

3. (a) Meaningful, attentive hearing = registering sounds and understanding what these sounds mean.

- (b)
- Empathic listening = listening to understand speakers point of view e.g. when settling a quarrel
 - Pleasurable listening = listening for relaxation e.g. listening to music
 - Analytical listening = listening to evaluate the facts/points being given e.g. at meetings or rallies
 - Comprehension = listening to understand the information and gain knowledge e.g. at a presentation or in Class
- (c) Causes of ineffective listening:
- Poor comprehension – inability to understand or focus the central idea of message
 - Poor concentration – short attention span will make one miss the message
 - Assumptions – assuming that the speaker or topic will be boring
 - Passive listening – listening with a divided mind
 - Poor listening habits – having a wandering mind or thinking of other things.
- (d) Correct alternatives
- (i) Elicit
 - (ii) Proceed
 - (iii) Personnel
 - (iv) Illusion
 - (v) Raise
4. (a) Completeness – give complete information to enable receiver take action
- Clarity – use simple and clear language to help receiver to understand the information
- Conciseness – write briefly to make the message less complex

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|---------------|---|---|
| Correctness | – | give accurate information to enable receiver act Accordingly |
| Consideration | – | write in a way that will make receiver respond to the message in a positive way |

(b) This question requires the candidate to write a memo on the topic “Security Risk”.

(c) Correctly spelled words

- (i) Reference
- (ii) Accomplish
- (iii) Accommodate
- (iv) Profession
- (v) Altogether

5. (a) Chain of command

This means that communication follows a path that starts from supervisors to subordinates who are under them. Responses from subordinates also follow the same path.

(b) (i) Roles of the secretary at a meeting

- prepare the venue
- organize refreshments
- remind people of the date of the meeting
- circulate previous minutes
- take down draft minutes during the meeting
- write a fair copy of the minutes
- distribute minutes to members

(c) (i) Non-verbal communication is the sharing of information between parties without using words.

(ii) Purposes of non-verbal communication

- Re-enforce message e.g. a nod to show agreement
- Complement a message e.g. a smile as you welcome a visitor
- Contradict a message e.g. a shake of the head to show disagreement
- Substitute a message e.g. beckon to someone at a distance/traffic policeman as they control vehicles
- Regulate communication e.g. gestures that give people turns in speaking
- Repeat a message e.g. a hug as you welcome someone
- Emphasize a message e.g. hit a table as you give a warning

(d) Non-verbal terms

Posture	–	the way you position your body while giving or receiving information or message e.g. sitting upright
Eye contact	–	focusing eyes on the other person e.g. gazing at the person
Gestures	–	moving of hands and arms e.g. wave
Facial expression	–	movement of facial features to show emotions e.g. frown, smile
Paralanguage	–	Communication by sounds other than words e.g. oh! to show surprise hm! to show doubt

6. (a) Qualities of effective letters

- Clear purpose/objective – reader to see benefit
- Action oriented – must show clearly what action is required by the reader
- Short/concise – must deal with one item to give it prominence for reader's action
- Use simple and clear style – easy to be understood by reader
- Layout to be neat and tidy – shows a well organized mind and gives positive first impressions.
- Courteous and positive – readers respond positively to respect and politeness.
- Clear authorship – readers respond fast if they know who has written the letter.

(b) This is a letter of request, therefore the candidate should provide adequate information to enable the IT company provide the service being requested.

(c) Electronic communication

(i) Advantages of computers in writing letters

- Fast and makes writing process easier
- Easy to format the letter to look neat
- Free from mechanical errors because of spell and grammar checks
- Can combine text within graphics, pictures etc to clarify message

Disadvantages

- Prone to loss of information if one forgets to save
- Can lose information permanently if work is attacked by virus
- Can only be sent if printed
- Message can be delayed if there is power failure

(ii) Database – refers to library or archive of specific information which can be retrieved when required e.g. number of people who have accounting qualifications in Malawi.

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