

EXAMINATION NO. _____

THE PUBLIC ACCOUNTANTS EXAMINATION
COUNCIL OF MALAWI

2011 EXAMINATIONS

CERTIFICATE IN FINANCIAL ACCOUNTING
PROGRAMME

PAPER FA 1: BUSINESS COMMUNICATION

WEDNESDAY 1 JUNE 2011

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 - 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. The two important elements in the communication process are the sender and the receiver.

Required:

- (a) Give another word for:
- | | |
|---------------|---------------|
| (i) Sender | 1 Mark |
| (ii) Receiver | 1 Mark |
- (b) Describe any **two** roles for the sender and the receiver in the communication process. **8 Marks**
- (c) Explain any **five** other elements of the communication process. **10 Marks**
(TOTAL : 20 MARKS)

2. Non-verbal communication is an important aspect of interpersonal communication.

Required:

- (a) Define the following:
- | | |
|-----------------------------------|----------------|
| (i) Non-verbal communication; | 2 Marks |
| (ii) Interpersonal communication. | 2 Marks |
- (b) The following are interpersonal communication contexts:
- (1) Face-to-face conversation
 - (2) Telephone conversation
 - (3) Interview
 - (4) Meeting

Required:

State any **one positive** and **one negative** non-verbal signal or cue for **each** of the above communication contexts. **8 Marks**

- (c) Using examples, explain any **four** barriers to non-verbal communication. **8 Marks**
(TOTAL : 20 MARKS)

Continued/.....

3. In an organization communication has specific functions, is done in an orderly manner and flows in specific directions and network patterns.

Required:

- (a) Outline any **four** functions of communication in an organization and give **one** example for each. **8 Marks**
- (b) For each of the following, explain the direction in which the message will flow:
- (i) a report from the accounts clerk to the accountant. **2 Marks**
- (ii) a memo from the general manager to all employees calling for an emergency meeting. **2 Marks**
- (iii) exchange of ideas between two section managers on how to motivate employees to work harder. **2 Marks**
- (iv) a rumour about retrenchment, in an effort to cut down on company's expenses. **2 Marks**
- (c) Describe the communication that happens in the following networks:
- (i) Fan network; **2 Marks**
- (ii) Chain network. **2 Marks**
- (TOTAL : 20 MARKS)**

4. Much of the communication that happens in everyday life and in organizations is oral.

Required:

- (a) Define oral communication. **2 Marks**
- (b) Give any **four** tips that can help an accounts clerk make an effective oral presentation. **8 Marks**
- (c) Mention any **two** things that a presenter should consider about his/her audience when making an oral presentation. **2 Marks**
- (d) State any **four** techniques which a presenter can use to make an oral presentation interesting. **8 Marks**
- (TOTAL : 20 MARKS)**

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5. Effective memos follow a clear format and are brief.

Required:

- (a) Explain any **five** parts of a memo. **10 Marks**
- (b) Imagine that the bloodbank of your local hospital has requested staff in your company to donate blood for the hospital. As the supervisor in the accounts section, it is your duty to inform staff about this.

Required:

Write a memo to members of the accounts section to inform them about this exercise and encourage them to donate blood as part of service to humanity.

10 Marks

(TOTAL : 20 MARKS)

6. Feedback is a significant part of the communication process.

Required:

- (a) Explain what is meant by “feedback”. **2 Marks**
- (b) Give any **four** points indicating the importance of giving feedback. **8 Marks**
- (c) Mention any **two** examples of feedback in an organization. **2 Marks**
- (d) Outline:
- (i) any **two** disadvantages of employees not giving feedback to management. **4 Marks**
- (ii) any **two** disadvantages of employees not seeking feedback from management. **4 Marks**

(TOTAL : 20 MARKS)

7. Even in these days of cellphones, formal letters remain an important part of any business transaction.

Required:

- (a) State **three** advantages of letters over phones. **6 Marks**
- (b) Explain the importance of **each** of the following in business communication:
- (i) inside address; **2 Marks**
- (ii) subject heading. **2 Marks**

Continued/.....

- (c) Imagine that you are the supervisor of the accounts section of Timange Construction Company Ltd and that five members of staff are going to hold a workshop at a newly opened hotel along the lake, on the effective use of computers for accounting purposes.

Required:

Write a letter to the manager of the hotel to request for information that will enable the members of staff to hold an effective workshop. You might consider the following:

Directions to get to the place
Accommodation facilities
Conference facilities
Any other useful information.

10 Marks
(TOTAL : 20 MARKS)

END