

Examination No. _____

THE PUBLIC ACCOUNTANTS EXAMINATION
COUNCIL OF MALAWI

2011 EXAMINATIONS

CERTIFICATE IN FINANCIAL ACCOUNTING
PROGRAMME

PAPER FA 1: BUSINESS COMMUNICATION

FRIDAY, 2 DECEMBER 2011

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 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 question paper contains 4 pages

1. Communication, whether formal or informal, is a process that involves sending and receiving messages using a variety of channels.

Required:

- (a) Explain any **one** role of the following in the communication process:
- (i) Sender **1 Mark**
- (ii) Receiver **1 Mark**
- (b) Suggest the best channels that can be used in sending the following messages and give a reason for your choice:
- (i) Cholera outbreak in the country. **2 Marks**
- (ii) A new accounts assistant has reported for work and needs to be shown around the company. **2 Marks**
- (iii) Activities of the various departments and sections in your company need to be made known to the public and stakeholders. **2 Marks**
- (iv) A social evening planned for all staff to be held over the weekend. **2 Marks**
- (c) Mention any other **two** names of informal communication in an organization. **2 Marks**
- (d) Outline any **four** advantages of informal communication in an organization. **8 Marks**
- (TOTAL : 20 MARKS)**

2. In oral communication, careful attention has to be given to certain things which might not matter in written communication.

Required:

- (a) Define oral communication. **2 Marks**
- (b) State **three** contexts of oral communication in an organization and suggest one purpose for each. **6 Marks**

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- (c) Explain the following and their importance in oral presentations:
- (i) Appearance; **2 Marks**
 - (ii) voice projection; **2 Marks**
 - (iii) confidence; **2 Marks**
 - (iv) visual aids. **2 Marks**
- (d) State **two** methods that you would use to ensure clarity when using technical terms in oral presentations. **4 Marks**
(TOTAL : 20 MARKS)

3. Courtesy is one of the '7Cs' in business communication.

Required:

- (a) Outline any **five** other "Cs" and explain what they are. Give one importance for each. **10 Marks**
- (b) Imagine that you have a standing order with B & V Suppliers for stationery to be delivered quarterly (every 3 months) to your company. However, you have only received one consignment for the first quarter only. You are now two months into the second quarter and you have run out of stationery.

Required:

Write to B & V Suppliers expressing your concerns about this delay and outline the problems your company is facing because of the delay.

10 Marks
(TOTAL : 20 MARKS)

4. The effectiveness of a business meeting depends, to a large extent, on the skills of the chairperson.

Required:

- (a) Define a meeting. **2 Marks**
- (b) (i) Outline any **three** guidelines for the Chairperson to ensure the smooth running of a meeting. **6 Marks**
- (ii) Explain any **three** things participants can do to ensure effective participation. **6 Marks**
- (c) Name any **three** types of meetings and give a purpose for each. **6 Marks**
(TOTAL : 20 MARKS)

5. Communication in an organization usually follows “a chain of command” and flows through clearly defined networks.

Required:

- (a) Explain what is meant by “a chain of command”. **4 Marks**
- (b) Describe any **four** directions in which communication flows within an organisation. **8 Marks**
- (c) Show how communication performs the following functions in an organisation:
- (i) Coordination function; **2 Marks**
- (ii) Control function; **2 Marks**
- (iii) Command function; **2 Marks**
- (iv) Informative function. **2 Marks**
- (TOTAL : 20 MARKS)**

6. Effective listening is a skill that takes more than two good ears.

Required:

- (a) Explain, with examples, the following types of listening:
- (i) discriminative listening **2 Marks**
- (ii) pleasurable listening **2 Marks**
- (iii) critical listening **2 Marks**
- (iv) empathic listening **2 Marks**
- (b) Outline any **four** benefits of listening when you are answering a business telephone call. **8 Marks**
- (c) Outline any **four** skills of an effective listener. **4 Marks**
- (TOTAL : 20 MARKS)**

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7. Memos and reports are frequently used in business communication.

Required:

- (a) Mention any **four** parts of a memo and state one purpose for each part. **8 Marks**
- (b) Mention **two** basic types of reports. **4 Marks**
- (c) Imagine that your office was broken into and ransacked while you were attending a two day workshop, and some essential items have been stolen.

Required:

Write a memo to management to report this incident. **8 Marks**
(TOTAL : 20 MARKS)

END