

EXAMINATION NO. _____

THE PUBLIC ACCOUNTANTS EXAMINATION
COUNCIL OF MALAWI

2013 EXAMINATIONS

CERTIFICATE IN FINANCIAL ACCOUNTING
PROGRAMME

PAPER FA 1: BUSINESS COMMUNICATION

FRIDAY 29 NOVEMBER 2013

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 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 4 pages

1. (a) Define the following as they relate to communication and the communication process:
- (i) hearing; **1 Mark**
 - (ii) audience; **1 Mark**
 - (iii) barrier; **1 Mark**
 - (iv) agenda; **1 Mark**
 - (v) message; **1 Mark**
 - (vi) grapevine; **1 Mark**
 - (vii) downward communication; **1 Mark**
 - (viii) gate keeping. **1 Mark**
- (b) Explain what is meant by “shared meaning” in the communication process. **4 Marks**
- (c) Outline any **two** ways through which a communicator can ensure “shared meaning”. **4 Marks**
- (d) Explain the meaning of “encoding” and “decoding” as they relate to the communication process. **4 Marks**
- (TOTAL : 20 MARKS)**

2. Visual communication is, in most cases, considered to be “secondary” communication.

Required:

- (a) Define visual communication and give **two** examples. **4 Marks**
 - (b) State any **three** reasons why visual communication is said to be secondary. **6 Marks**
 - (c) Outline any **five** advantages of visual communication. **10 Marks**
- (TOTAL : 20 MARKS)**

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3. Speaking is a productive skill and perhaps the most commonly used in communication.

Required:

- (a) Explain, with examples, what is meant by the following speaking situations:
- (i) Interactive speaking situation; **3 Marks**
 - (ii) Non interactive speaking situation. **3 Marks**
- (b) State the importance of the following to a public speaker:
- (i) Planning; **2 Marks**
 - (ii) Practising/rehearsing; **2 Marks**
 - (iii) Engaging with the audience; **2 Marks**
 - (iv) Paying attention to body language; **2 Marks**
 - (v) Confidence. **2 Marks**
- (c) Explain why every communicator needs public speaking skills. **4 Marks**
(TOTAL : 20 MARKS)

4. Communication in an organization has to be two-way to ensure efficient execution of tasks and improve productivity.

Required:

- (a) Mention **four** activities in which each of the following can use communication effectively to improve productivity:
- (i) Supervisor; **4 Marks**
 - (ii) Subordinate. **4 Marks**
- (b) Illustrate with a diagram any **two** communication network patterns in an organization. **4 Marks**
- (c) Explain what the following communication contexts entail in an organization:
- (i) interview; **2 Marks**
 - (ii) meeting; **2 Marks**
 - (iii) incident report; **2 Marks**
 - (iv) oral presentation. **2 Marks**
- (TOTAL : 20 MARKS)

5. A letter is an important business correspondence whose purpose should be made clear in as few words as possible.

Required:

- (a) Briefly explain the purpose of these types of letters:
- (i) enquiry; **2 Marks**
 - (ii) complaint; **2 Marks**
 - (iii) application; **2 Marks**
 - (iv) collection; **2 Marks**
 - (v) sales. **2 Marks**
- (b) Imagine you work for a stationery shop that operates on strictly cash basis. However, with the economic situation currently prevailing, sales are hard to come by. At a management meeting, you agree to let customers take goods on credit and let them pay in two instalments.

Required:

Write a letter to your customers to inform them of this new development. Outline the advantages of this arrangement.

10 Marks

(TOTAL : 20 MARKS)

6. (a) Using relevant examples, outline any **four** differences between non-verbal and verbal communication. **8 Marks**
- (b) Explain any **four** forms of non-verbal communication, and for each form give an example of the message that they communicate. **12 Marks**

(TOTAL : 20 MARKS)

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7. Memo writing requires careful preparation and presentation for effective communication.

Required:

- (a) Explain what is done in each of the following steps of the memo writing process.
- | | |
|--------------------|----------------|
| (i) research; | 2 Marks |
| (ii) organization; | 2 Marks |
| (iii) composition; | 2 Marks |
| (iv) revision; | 2 Marks |
| (v) proof-reading. | 2 Marks |
- (b) Imagine you are a supervisor in the accounts department of a supermarket. Recently you have observed that the accounts assistant has become slack in her work habits; reporting for duties late and being absent for unknown reasons.

Required:

Write a memo to her outlining the above and **three other** bad habits that you have observed and stating the possible consequences of her actions. **10 Marks**

(TOTAL : 20 MARKS)

END