

EXAMINATION NO. _____



2016 EXAMINATIONS

CERTIFICATE IN FINANCIAL ACCOUNTING PROGRAMME

PAPER FA 1 : BUSINESS COMMUNICATION

FRIDAY 2 DECEMBER 2016

**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. (a) Communication is a process that has distinct elements and follows particular stages or steps.

Required:

Using the jumbled elements listed below, describe the communication process in the proper order:

- (i) Decoding
- (ii) Medium
- (iii) Idea
- (iv) Sender
- (v) Feedback
- (vi) Encoding
- (vii) Receiver
- (viii) Channel
- (ix) Barrier
- (x) Message

10 Marks

- (b) “Noise”, in communication, can be caused by many factors.

Required:

- (i) Explain what is meant by “noise”, in communication. **3 Marks**
- (ii) Using relevant examples, write brief notes on any **four** of the following factors as they relate to “noise”, in communication:
 - (1) physiological **3 Marks**
 - (2) environmental **3 Marks**
 - (3) semantic **3 Marks**
 - (4) psychological **3 Marks**
 - (5) organizational **3 Marks**
 - (6) social **3 Marks**

(TOTAL : 25 MARKS)

Continued/.....

2. Public speaking constitutes a significant portion of human communication.

Required:

- (a) Define “public speaking”. **2 Marks**
- (b) Using clear examples, explain the following main elements of public speaking:
- (i) speaker **2 Marks**
 - (ii) speech **2 Marks**
 - (iii) audience **2 Marks**
 - (iv) setting **2 Marks**
- (c) In public speaking, there are different types of speeches with different purposes.

Required:

- (i) Outline any **three** types of speeches. **3 Marks**
- (ii) State the purpose and any appropriate setting where **each** of the speeches mentioned in (i), above can be used. **6 Marks**

Continued/.....

(d) Rewrite the following sentences to make them complete using the correct verbs from the following list:

- adjusted
- encourages
- is
- developed
- had hoped
- speak
- walk
- was

- (i) The ICT department a staff identification system last year. **1 Mark**
- (ii) Your co-workers always highly of you. **1 Mark**
- (iii) A poor decision reversible. **1 Mark**
- (iv) We for more time to collect the right information on the case. **1 Mark**
- (v) Respect for other people's opiniongroup participation. **1 Mark**
- (vi) Managementsalaries to motivate low paid workers. **1 Mark**

(TOTAL : 25 MARKS)

Continued/.....

3. Communication in an organization is not random but follows a well structured system and networks.

Required:

- (a) Using examples, explain the following terms as they relate to a system of communication in an organization.
- (i) chain of command **2 Marks**
 - (ii) grapevine **2 Marks**
 - (iii) horizontal flow **2 Marks**
 - (iv) vertical flow **2 Marks**
 - (v) open door policy **2 Marks**
- (b) Explain the nature of the communication in the following communication network patterns. Use labelled diagrams to illustrate your answer.
- (i) Fan network pattern **2 Marks**
 - (ii) Chain network pattern **2 Marks**
 - (iii) Wheel network pattern **2 Marks**
 - (iv) Daisy network pattern **2 Marks**
- (c) Rewrite the following sentences using the correct word chosen from the brackets at the end of the sentence.
- (i) After the quarrel with my supervisor, Iand left the office. (raised; rose) **1 Mark**
 - (ii) Our boss to a workshop on conflict management. (has gone; have gone). **1 Mark**
 - (iii) After short listing the candidates, we should a date for the interviews. (set; sit) **1 Mark**
 - (iv) You will find the book..... on the kitchen table. (laying; lying) **1 Mark**
 - (v) The safety officers us escape tactics during an emergency. (teach; teaches) **1 Mark**

Continued/.....

(vi) Lillian does not borrowing money from you yesterday. (remind; remember) **1 Mark**

(vii) Will you me your pencil to use this afternoon? (borrow; lend) **1 Mark**

(TOTAL : 25 MARKS)

4. A significant part of a person's communication needs are met by active listening skills.

Required:

(a) Define "active listening". **2 Marks**

(b) Give the other **three** basic communication skills. **3 Marks**

(c) Poor listening can cost one a job, a company or a good business.

Required:

Explain, with examples, any **five** ways to improve the ability to listen. **10 Marks**

(d) Imagine you were sent to attend a one day seminar on "safety in the accounts office".

Required:

Write a memo report to be circulated to staff in the accounts office, in which you outline **four** ways which the presenter gave to ensure safety in the accounts office.

10 Marks

(TOTAL : 25 MARKS)

Continued/.....

5. Human communication can be done in various ways or modes.

Required:

(a) With clear examples, explain what is involved in the following modes of communication:

- (i) written communication **2 Marks**
- (ii) oral communication **2 Marks**
- (iii) non-verbal communication **2 Marks**
- (iv) visual communication **2 Marks**
- (v) interpersonal communication **2 Marks**

(b) Imagine you are the assistant accountant in a company that manufactures clothes to sell at wholesale prices. Your company has organized a meeting of your valued customers to inform them of new accounting procedures instituted by your company.

Required:

Write a letter to your customers to invite them to the meeting. Include information that will persuade them to attend the meeting. **10 Marks**

(c) In modern times communication has been made easier through the use of computers.

Required:

- (i) Define a computer. **1 Mark**
- (ii) Explain the following, as they relate to computers:
 - (1) CPU
 - (2) monitor
 - (3) keyboard
 - (4) mouse

4 Marks
(TOTAL : 25 MARKS)

Continued/.....

6. Both written and oral communication are widely used in organizations and small group operations. However, written communication is preferable to oral communication.

Required:

- (a) Contrast written communication and oral communication by outlining any **four** advantages of written communication over oral communication. **8 Marks**
- (b) Many organizations are now using computers for the majority of their operations and computer literacy is a requirement for almost all advertised posts.

Required:

- (i) Explain what is meant by “computer literacy”. **2 Marks**
- (ii) Outline any **three** advantages and any **two** disadvantages of using computers in an organization. **10 Marks**
- (c) In the following sentences, select the correct plural form from the brackets and rewrite the sentence correctly using the selected plural form.
- (i) The committee’s decision caused significant in our online advertising campaign. (delays, delays) **1 Mark**
- (ii) Some filtering procedures give parents control over how their use online services. (children, childrens) **1 Mark**
- (iii) I need more to keep my computer manuals. (bookshelves, bookshelves) **1 Mark**
- (iv) Are you the type of person who calmly handles such as network congestion? (crisis, crises) **1 Mark**
- (v) Does your email system guarantee deliveries or issue return? (receiptes, receipts) **1 Mark**

(TOTAL : 25 MARKS)

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