

EXAMINATION NO. \_\_\_\_\_



**2016 EXAMINATIONS**

**CERTIFICATE IN FINANCIAL ACCOUNTING PROGRAMME**

**PAPER FA 1 : BUSINESS COMMUNICATION**

**THURSDAY 9 JUNE 2016**

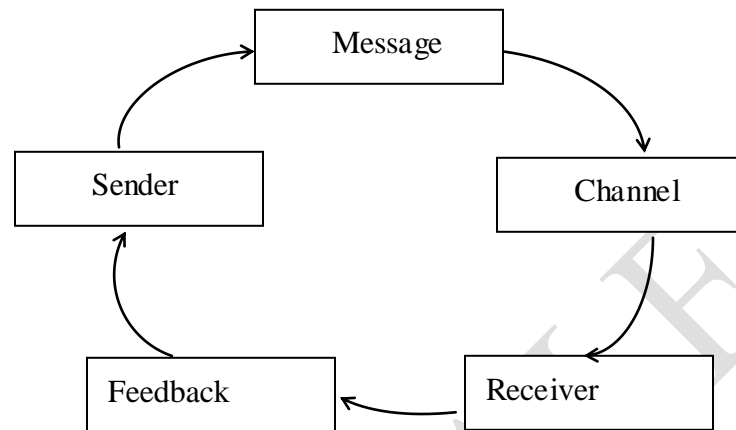
**TIME ALLOWED: 3 HOURS  
2.00 PM - 5.00 PM**

**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 7 pages

1. (a) The following is a diagram of the communication process.



**Required:**

Explain this diagram in relation to what happens in communication. **10 Marks**

- (b) Barriers are inevitable in communication. However, a good communicator strives to make communication effective by minimizing the barriers.

**Required:**

- (i) Explain what is meant by a barrier to communication. **2 Marks**
- (ii) Outline any **four** barriers to communication and show how the impact of each one of them could be minimized. **8 Marks**
- (c) (i) Explain what is meant by “social media”. **1 Mark**
- (ii) Give any **two** examples of social media, which can be used in a business setting. **2 Marks**
- (iii) Give any **one** advantage and **one** disadvantage of social media, as used in a business setting. **2 Marks**

**(TOTAL : 25 MARKS)**

**Continued/.....**

2. (a) Listening has been identified as being important for effective communication in business.

**Required:**

Explain any **five** characteristics of an effective listener. **10 Marks**

- (b) Using relevant examples, outline any **five** benefits of listening in business. **10 Marks**

- (c) Write the correct form of the verb in brackets to complete the sentence:

- (i) Three hours ..... not enough for this exam (be).
- (ii) Accounting is a course that ..... taught in English at our institution (be).
- (iii) Good conditions of service and a better salary ..... what the workers are fighting for (be).
- (iv) Neto, together with his parents, ..... leaving for South Africa this afternoon (be).
- (v) Neither Lilian nor Timothy ..... elected mayor in yesterday's election (be).

**5 Marks**  
**(TOTAL : 25 MARKS)**

**Continued/.....**

3. (a) Meetings are a common form of oral communication in an organization and any meeting must have a clear purpose.

**Required:**

- (i) Define oral communication. **2 Marks**
- (ii) Explain the purposes of the following types of meetings:
- (1) Adhoc committee meeting **2 Marks**
  - (2) Annual general meeting **2 Marks**
  - (3) Extraordinary meeting **2 Marks**
  - (4) Management meeting **2 Marks**

- (b) Visual Aids are important in an oral presentation.

**Required:**

- (i) Mention any **five** reasons why visual aids are important in an oral presentation. **5 Marks**
- (ii) Give any **five** factors that should be considered when planning visual aids. **5 Marks**

- (c) Correct the following sentences to make them clear:

- (i) I almost think the drivers' strike is over. **1 Mark**
- (ii) His shirt is yellow in colour. **1 Mark**
- (iii) When I opened the door, you could hear the commotion. **1 Mark**
- (iv) Harry spotted the missing dog on his way to the bank. **1 Mark**
- (v) I do not know how the latest Toyota fortuner looks like. **1 Mark**

**(TOTAL : 25 MARKS)**

**Continued/.....**

4. (a) Business writing has to be carefully planned and presented following certain formal rules.

**Required:**

- (i) State the appropriate closing for the following salutations in a letter:

- Dear Sir/Madam **1 Mark**
- Dear Frank **1 Mark**

- (ii) Give the meaning of the following short forms when used in a business letter.

- re: **2 Marks**
- pp: **2 Marks**
- encl: **2 Marks**
- cc: **2 Marks**

- (b) Imagine you are the Assistant Accountant of a cloth manufacturing company. You have been given the task of writing to Light of the Saints (LOTS) church to remind them of a huge longstanding debt that the church incurred when it ordered cloth for its 25<sup>th</sup> anniversary celebrations.

**Required:**

Write a letter which will 'persuade' them to pay immediately. **10 Marks**

- (c) In the following sentences, identify the words that have been used incorrectly and then write the correct words.

- (i) A change in the company's policy is eminent if the company is to survive. **1 Mark**
- (ii) With the introduction of loans, the employees moral is likely to improve. **1 Mark**
- (iii) The architect has suggested a change of cite for the new shopping mall. **1 Mark**
- (iv) Your personal file is missing from the filing cabin. **1 Mark**
- (v) As an important communication media, TV has now trespassed Radio. **1 Mark**

**(TOTAL : 25 MARKS)**

**Continued/.....**

5. (a) It has been said that in communication situations, non-verbal communication may speak louder than verbal communication.

**Required:**

- (i) Define non-verbal communication. **2 Marks**
- (ii) Using examples, explain the following terms as they relate to non-verbal communication:
- (1) gestures **2 Marks**
  - (2) facial expressions **2 Marks**
  - (3) posture **2 Marks**
  - (4) appearance **2 Marks**
- (b) Imagine that your friend has been invited to attend an interview for the first time. Give him/her advice as follows:
- (i) Four things to do in preparation for the interview. **4 Marks**
  - (ii) Four non-verbal signals to show confidence in the interview. **4 Marks**
  - (iii) Two questions commonly asked by interviewers. **2 Marks**
- (c) Choose the appropriate word from the brackets to complete the sentence:
- (i) We think e-mail is the most \_\_\_\_\_ use of the internet (famous; popular). **1 Mark**
  - (ii) We, managers, \_\_\_\_\_ potential for e-mail abuse (realize; recognize). **1 Mark**
  - (iii) Ricky has \_\_\_\_\_ the company's electronic security plan (developed; manufactured). **1 Mark**
  - (iv) The sender of the rude e-mail \_\_\_\_\_ has been identified (messages; massages). **1 Mark**
  - (v) If you have junk e-mail messages you can call your internet service \_\_\_\_\_ .(client; provider) **1 Mark**

**(TOTAL : 25 MARKS)**

**Continued/.....**

6. (a) The success of all managerial functions within an organization depends on effective communication.

**Required:**

Explain any **three** key roles which communication plays in an organization.

**6 Marks**

- (b) (i) Write the word “memo” in full. **1 Mark**
- (ii) Imagine you are a supervisor in the accounts office and you will be going on annual leave in the next two days.

**Required:**

Write to the accounts assistant who will act in your absence giving him/her necessary information to allow him/her work efficiently when you will be away. **10 Marks**

- (c) Most business communication is done through written documents which, by rule, are concise, consistent and formal in language and format. The following are excerpts from business documents.

**Required:**

Identify the documents from which the excerpts were taken and state their use in the organization.

- (i) Findings  
From the interviews done during the investigations, it has been established that the windows of the warehouse were left open, and the thieves used a ladder left outside to get into the warehouse. **2 Marks**
- (ii) 2.2.1 The meeting agreed to adjust knocking off time from 5:00 pm to 4:00 pm to allow those who use minibuses to get home before dark. **2 Marks**
- (iii) We are pleased to inform you of our new products at competitive prices and our new credit facilities for all our customers. **2 Marks**
- (iv) Venue: Boardroom  
Date : 7 November 2015  
Time : 2:00 pm

Please be punctual as we have a number of items on the agenda. **2 Marks**  
**(TOTAL : 25 MARKS)**

**E N D**