

EXAMINATION NO. _____

THE PUBLIC ACCOUNTANTS EXAMINATION
COUNCIL OF MALAWI

2013 EXAMINATIONS

CERTIFICATE IN FINANCIAL ACCOUNTING PROGRAMME

PAPER FA 1: BUSINESS COMMUNICATION

MONDAY 3 JUNE 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 5 pages

1. (a) The main objective of communication is to transmit messages that carry the same meaning from sender to receiver.

Required:

Explain the **five** main steps of the communication process.

10 Marks

- (b) Feedback is an important aspect of the communication process.

Required:

Explain any **two** ways in which:

- (i) a sender can encourage feedback;

4 Marks

- (ii) a receiver can give feedback.

4 Marks

- (c) Mention any **two** forms of communication and give **one** example of each.

2 Marks

(TOTAL : 20 MARKS)

2. Communication in an organization flows in specific directions on the organization chart.

Required:

- (a) What is an organization chart?

4 Marks

- (b) Indicate the direction in which the following messages would flow in an organization. Give reasons for your answer.

- (i) Rules and Regulations of the company.

2 Marks

- (ii) Feedback about the performance of an employee.

2 Marks

- (iii) Progress report on a given task.

2 Marks

- (iv) E-mail to share information on possible retrenchment in the company.

2 Marks

Continued/.....

- (c) Explain how the following can help improve communication in an organization:
- (i) Open environment for interaction; **2 Marks**
 - (ii) Promoting horizontal communication; **2 Marks**
 - (iii) Providing adequate information through the use of formal lines of communication; **2 Marks**
 - (iv) Flattening the organizational structure. **2 Marks**
- (TOTAL : 20 MARKS)**

3. Business communication, whether oral or written, has to be done effectively in order to yield positive results.

Required:

- (a) Explain the following principles of effective business communication and show why they are important in business:
- (i) completeness; **2 Marks**
 - (ii) conciseness; **2 Marks**
 - (iii) correctness. **2 Marks**
- (b) Mention any **two** purposes of communication in business and give one example for each purpose. **4 Marks**
- (c) Imagine that your company has purchased ten computers from Computer Wizards Company (COWICO). When installing the computers, you discover that two keyboards and one mouse are not working properly.

Required:

Write to COWICO informing them about this problem.

10 Marks
(TOTAL : 20 MARKS)

Continued/.....

4. An important form of communication in an organization is small group communication which is sometimes made ineffective by barriers and is distorted by the grapevine.

Required:

- (a) Explain, with **two** examples, what is meant by small group communication. **4 Marks**
- (b) Explain what the following mean and show how they can be barriers to small group communication:
- (i) poor language skills; **2 Marks**
 - (ii) poor listening skills; **2 Marks**
 - (iii) psychological noise; **2 Marks**
 - (iv) physical noise. **2 Marks**
- (c) It is said that the grapevine often carries accurate information yet it is considered unreliable.
- Outline any **four** reasons why the grapevine is unreliable. **8 Marks**
(TOTAL : 20 MARKS)

5. (a) Memos are standard forms of communication in most organizations.

Required:

Explain the importance of the following characteristics of successful memos:

- (i) use of guide-word headings like To, From, Subject, Date; **2 Marks**
- (ii) presentation of a single topic; **2 Marks**
- (iii) use of conversational tone; **2 Marks**
- (iv) conciseness; **2 Marks**
- (v) use of graphic highlighting like numbering, headings or bullets for the points raised. **2 Marks**

Continued/.....

- (b) Imagine that at a meeting of the accounts department, members agreed to hold a Christmas Party this year. Your supervisor has accepted that members can go ahead and hold the party provided that it is properly organised and that half of the money to cover the event is raised by the members.

Required:

Write a memo to your supervisor describing your plans. You may include information like date and time, the costs and the type of entertainment, to enable your supervisor respond positively.

10 Marks

(TOTAL : 20 MARKS)

6. Meetings are an important channel of communication that can bring positive results if used appropriately.

Required:

- (a) Define the term “meeting”. **2 Marks**
- (b) Outline any **four** purposes of meetings in an organization. **8 Marks**
- (c) People are usually reluctant to attend meetings, hence they give all sorts of excuses.

Required:

Outline any **four** complaints people usually have against meetings. **8 Marks**

- (d) Explain the importance of giving notice of a meeting. **2 Marks**
- (TOTAL : 20 MARKS)**

7. Non-verbal communication is sometimes referred to as “silent language” because it does not involve the use of words.

Required:

- (a) Mention any **four** types of non-verbal communication and give one example for each form. **8 Marks**
- (b) Outline any **four** functions of non-verbal communication and give one example to explain each function. **8 Marks**

Continued/.....

(b) Explain any **one** non-verbal signal that you would use to show each of the following:

(i) That you are attentive in an interview; **2 Marks**

(ii) That you are eager to give a good first impression in an interview. **2 Marks**

(TOTAL : 20 MARKS)

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