

STRICTLY CONFIDENTIAL



2015 EXAMINATIONS

ACCOUNTING TECHNICIAN PROGRAMME

PAPER TC2: COMMUNICATION

TUESDAY 9 JUNE 2015

TIME ALLOWED : 3 HOURS

SUGGESTED SOLUTIONS

1. (a) Any **Five** elements in the communication process may include the following:

Sender: The person who initiates communication

Encoding: The process of presenting the message in a form that can be understood by the receiver

Channel: The means carrying a message from the sender to the receiver

Decoding: The process of extracting meaning from a message

Receiver: The person who gets the message from the sender

Feedback: The receiver's response to a message

Context: The environment in which communication is taking place

(b) Advantages of a website may include:

- It can reach out to both local and international customers at the same time. This makes the organisation unlimited.
- Information can easily be updated. This becomes cost effective than printing.
- Customers can ask questions and answers be provided. This can benefit all readers.
- It can be accessed 24/7. Members are not limited to the office business hours or days.

Disadvantages of a website may include:

- Requires use of electric power. This may not be accessible in all areas.
- Setting up the equipment, developing the website and updating it can be costly.
- One needs to be computer literate to access websites. This segregates against the computer illiterate.

(c) A small group is a number of people familiar to each other who work together on a given goal. Groups are important for the following reasons:

- Working in groups helps to make work easier. For example, when one member is absent, the flow of work still continues.
- Working in groups make people easily transfer skills from one to the other. For example, one may learn how to resolve conflicts by observing how another member handled a similar conflict.
- Groups help to improve interpersonal communication skills. For example where people work as individuals, they do not understand one another's tastes, feelings and concerns. This enhances unity in the organization.

2. (a) Examine the importance of communication in organisations

Candidates to write a paragraph agreeing that communication is important in organisation. The paragraph may contain the importance of upward, downward

and lateral communication. It may also mention functions of communication like informing, educating, enquiring, establishing/maintaining relationships, and buying or selling products/services.

- (b) (i) Communication Network Patterns are graphical presentations of ways messages pass through from senders to receivers.
 - (ii) Candidates to state any two differences between the following communication network patterns: Chain, Circle, Wheel, Star, Daisy, Y-network or all channel.
 - (c) (i) Five **ways** of improving interpersonal communication are:
 - Develop a positive attitude about people.
 - Focused listening.
 - Give feedback.
 - Ask questions where you do not understand.
 - Use nonverbal communication properly.
 - (ii) Reasons for each feature given in (i) above:
 - This allows you to be friendly with others.
 - This shows that you are interested in them.
 - Feedback shows that you take people's issues seriously
 - This helps one to act on correct information.
 - Learning non-verbal communication signals helps to overcome barriers when dealing with direct people.
3. (a) **Four** reasons why listening is an important skill in organisations may include the following:
- It is a way of learning new information from others
 - It shows politeness. This helps you get along with others.
 - It is essential to building trust. People feel free to disclose sensitive information to people they trust i.e. those who listen to them.
 - Reduces conflict. Misunderstandings are reduced whenever listening is involved.
 - Maintains or improves reputation. When one listens to feedback, they can maintain or improve products/services and reputation
- (b) The importance of each of the following during telephone conversations:
- (i) **Feedback** – Helps one determine whether the message has been understood or not. Feedback shows that the other person is attentive and following the conversation.

- (ii) **Clarity** – Helps to make the other person easily understand the message. It helps the listener to give positive feedback.
- (iii) **Tone** – It reveals the attitude of the other person. It may show concern, seriousness, joy, etc. This helps the receiver harmonise with the senders' expectations
- (c) The corrected passage to be presented as below:
- The entire department meets every **Thursday** afternoon for two hours. **There** are twelve people in our department. All the people in our department **are** hard workers. Everyone comes in early and **leaves late**. Nobody ever **complains** about the amount of work. But nobody works **hard** enough to please Mrs. Banda, our boss. **Nobody** has ever seen her smile. Nobody has ever heard her say anything **complimentary** to anyone.
4. You have just realised that all products that your company produced last week had defects. However, these products have already been dispatched to customers, some of whom have trusted and only relied on your products for years.
- (a) Candidates to write a letter of regret explaining what caused the defects and the consequences on the products. The letter should spell out the measures that have been taken to prevent recurrence and what the company will do with the faulty products. Depending on the example of the product given, candidates may suggest a refund, an exchange, or a compensation.
- (b) Candidates to write a memo. The memo to show awareness of the importance of producing quality products.
5. (a) Candidates to explain the importance of each of the following parts of a short formal report:
- Introduction:** Gives background or context of the report. May present details of the writer and the receiver.
- Methods:** Presents ways which were used to collect information. Helps to show credibility of the report.
- Findings:** Presents the results of the investigation. Helps the reader appreciate the basis of any recommendations made.
- Conclusions:** Presents a summary of the findings. Helps to sum up the issue into key issues.
- Recommendations:** Proposes measures to be taken on the issue based on the findings.
- (b) **Five** factors that a presenter needs to consider when using audio-visual aids are: AVA must compliment the presenter. It must not be used for the sake of using it but to support the presentation.

Alternate audio and visual. The presenter must be seen to be balancing the contribution from the visual and him/herself.

The presenter must not shield the AVA. It must always be visible to the audience. Talk about the AVA while showing it. People understand about visuals better when they are seeing them at the same time.

When handouts are being used, the presenter needs to give an allowance to the audience to browse through the hand out or they will not be able to follow what the presenter is saying.

6. **Five** barriers related to job interviews may include:

- Speaking too quickly or too slowly
 - Talking too much or too little
 - Not listening
 - Not making eye contact
 - Directing answers to single member of the panel
 - Negative attitude
 - Fear or nervousness
 - Poor dressing
 - Failure to do adequate research
- (b) Candidates to write a paragraph of the importance of preparations before meetings. Candidates may draw their points from the different ways on how the chairperson, secretary and participants can prepare for meetings. For the sake of the marking key, a minimum of five well explained points can be expected for full marks.
- (c) Candidates to write a notice. The notice to include details like:

Nature/Type of meeting
Date
Time
Venue
Agenda

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