

Examination No. _____

THE PUBLIC ACCOUNTANTS EXAMINATION
COUNCIL OF MALAWI

2011 EXAMINATIONS

ACCOUNTING TECHNICIAN PROGRAMME

PAPER TC 2: COMMUNICATION

THURSDAY 2 JUNE 2011

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 any five questions.
4. Each question carries 20 marks.
5. Marks will be awarded for clarity, correctness and logical presentation.
6. Begin each answer on a fresh page.
7. **DO NOT OPEN THIS PAPER UNTIL YOU ARE INSTRUCTED BY THE INVIGILATOR.**

This question paper contains 4 pages

This question paper must **not** be removed from the examination hall.

1. (a) Imagine that you own a business which is expanding rapidly, and because of this rapid expansion you require more capital.

Required:

Write a letter to your bank asking for a loan to help you with the expansion programme.

In your letter you may include the following information:

- the type of business you have and how you want to expand it.
- your reputation for settling debts on time, and your ability to settle the debt.
- what property you have which can back-up the loan in case you fail to pay.
- any other relevant points you may wish to include. **16 Marks**

- (b) Explain the importance of 'courtesy' and 'conciseness' in a business letter. **4 Marks**

(TOTAL: 20 MARKS)

2. (a) Too much nervousness can destroy a presentation.

Required:

State **four** things that you can do in order to minimize nervousness before and when making an oral presentation. **4 Marks**

- (b) State **four** techniques that you can use to maintain the attention of your audience during a presentation. **4 Marks**

- (c) Give **four** ways in which the question and answer stage of the presentation is important to both the presenter and the audience. **4 Marks**

- (d) (i) Mention **four** examples of the visual aids that you would use during a presentation. **4 Marks**

- (ii) Mention **one** advantage of each of the four examples you have given. **4 Marks**

(TOTAL : 20 MARKS)

Continued/.....

3. (a) Imagine that you are a senior accountant in the company where you are working. You have been given a new assistant to help you with your work load.

Required:

Write a memorandum to your new assistant and explain the duties that he/she is expected to perform. **15 Marks**

- (b) Mention any **five** uses of a memorandum in internal organizational communication. **5 Marks**

(TOTAL : 20 MARKS)

4. (a) Grooming and dress, paralanguage, eye contact and time are some of the non-verbal communication signals that contribute towards effective communication in organizational settings.

Required:

How does **each** of the above non-verbal communication signals contribute to effective communication in the following situations.

- (i) during induction of new employees in an organisation. **8 Marks**
 (ii) during formal meetings in organizations. **8 Marks**

- (b) Define the following terms in relation to non-verbal communication:

- (i) meta communication;
 (ii) proxemics.

4 Marks

(TOTAL : 20 MARKS)

Continued/.....

5. (a) The organization where you work has introduced computers in all the departments. Although a lot of advantages have been noticed after their introduction, there are also a number of negative developments resulting from their use. In order to correct the situation, the Chief Executive Officer of your company wants you to investigate the ways in which the computers are being misused in the organization. He has also asked you to make recommendations which can help him correct the negative developments.

Required:

Write a short formal report explaining how computers are being misused in the organisation and make the necessary recommendations.

Your points may include the following findings:

- misuse of the internet
- spending organizational time on computer games
- using computers for personal communication e.g. e-mailing
- any other relevant points. **16 Marks**

- (b) Explain any **two** differences between short formal reports and short informal reports. **4 Marks**

(TOTAL : 20 MARKS)

6. (a) Give any **four** factors to be considered when choosing a venue for an important meeting? **4 Marks**

- (b) Mention any **five** qualities a participant in a meeting should have in order to be effective? **5 Marks**

- (c) Some people say that meetings are merely forums for socialization and are of no real practical value. They are, in fact, a waste of organisations' time and resources.

Required:

Mention any **eight** factors which contribute to the effectiveness of a meeting. **8 Marks**

- (d) Mention **three** types of minutes. **3 Marks**

(TOTAL: 20 MARKS)

Continued/.....

7. (a) Imagine that the department where you work does not have an efficient method of recording incoming telephone calls. The messages are just scribbled on pieces of paper. The head of department has given you the task of designing an appropriate form that can be used to record the messages in a standard and efficient way.

Required:

Draw an appropriate form for recording such messages. **12 Marks**

- (b) List **four** advantages and **four** disadvantages of using forms as means of written communication. **8 Marks**

(TOTAL : 20 MARKS)

E N D