

EXAMINATION NO. _____

THE PUBLIC ACCOUNTANTS EXAMINATION
COUNCIL OF MALAWI

2013 EXAMINATIONS

ACCOUNTING TECHNICIAN PROGRAMME

PAPER TC 2: COMMUNICATION

WEDNESDAY 27 NOVEMBER 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. 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. Read the following passage and answer the questions that follow:

One Monday morning, John, the General Manager of Star Company found a memo on his desk. The memo was from his Managing Director, advising him to retrench at least 10 junior members of staff as part of a restructuring process. John thought it was important to discuss the issue with his senior colleagues, before communicating the dismissals to the 10 members of staff. Since he was given 2 days only to give feedback to the Managing Director concerning the advice, John sent a memo to his colleagues notifying them of an urgent meeting the same day at 2pm in the boardroom. At 2pm the members present at the meeting did not form a quorum because some of their colleagues had other important assignments scheduled at the same time; therefore they gave apologies. At the end of the 2 days, John still had nothing to report to his Managing Director.

Required:

- (a) There are **two** scenarios of communication in this case study. For **each** of the two scenarios, identify:
- | | |
|-------------------|----------------|
| (i) the sender | 2 Marks |
| (ii) the receiver | 2 Marks |
| (iii) the message | 2 Marks |
| (iv) the feedback | 2 Marks |
- (b) Point out a barrier to communication in **each** scenario and suggest how **each** barrier can be overcome. **8 Marks**
- (c) State the difference between **medium** and **channel** in communication. **4 Marks**
(TOTAL : 20 MARKS)

2. Memos play an important role in internal organizational communication.

Required:

- (a) Mention any **four** ways in which memos can be used in organizations. **8 Marks**
- (b) Give any **two** reasons why it is important to think about the reader when writing a memo. **4 Marks**
- (c) Give any **four** reasons why one would choose to write a memo instead of presenting the same ideas orally. **8 Marks**
(TOTAL : 20 MARKS)

Continued/.....

3. (a) Explain any **four** ways in which you can create a positive impression on the telephone when speaking with someone you have never met before. **8 Marks**
- (b) Outline any **three** ways in which a person receiving a telephone call can contribute to ineffective communication. **6 Marks**
- (c) Explain the importance of considering the following before communicating any message:
- (i) purpose of the communication **2 Marks**
- (ii) the listener or the reader of the message **2 Marks**
- (iii) the organization of the ideas in the message. **2 Marks**
- (TOTAL : 20 MARKS)**

4. (a) Imagine that you attended a meeting at your office, recently. After the meeting, the chairperson has expressed concern on the way the minutes of the meeting were written by the secretary. The chairperson has pointed out the need for the minutes to be written properly. Below are the minutes:

MEETING ON 24 APRIL 2012 CONCERNING WELFARE OF STAFF IN
ACCOUNTS DEPT.

We were supposed to start this meeting at 2pm but had to wait until 2:45pm, because only the Chairperson, Mrs L Banda, and myself, John Jana, the Secretary of the meeting were present. Mr Kaphera, Mr Gondwe and Mrs Phophiwa came a bit late.

Anyway, the meeting started and we went straight into the agenda. It took Mrs Phophiwa to remind the chair that meetings ought to start with prayers and after she gave a quick one, the meeting was called to order. The chair started by informing the members of the agenda and we all adopted the items as they were. The first item was already a controversy. The chairperson wanted the tuckshop to be opening from 12pm to 1:30pm only as she thought it was disturbing members whenever it opens from 8am. Mr Gondwe was clearly against the idea and had no kind words for the chair. After a hot debate, finally we all rejected the chair's proposal in the strongest terms. After this, we all agreed that any member who works in the Accounts Dept. should be given a company house or house allowance equivalent to a company house. I guess this is the item we all agreed without much debate.

The chair asked for members' opinions on whether or not it is important to introduce scholarships for those who want to pursue further education. First to speak was Mr Gondwe who thought it was not necessary considering that the company recruits qualified people for any position. He suggested that the scholarship money must be used for some other important purposes. At this time Mrs Chedwani joined us in the meeting giving her apologies as usual. Mr Kaphera

also agreed with Mr Gondwe and emphasized that the scholarship money be given as loans to members. Mrs Phophiwa said nothing. We finally agreed to reject the idea of scholarships although we all knew that Mrs Phophiwa did not like the idea. During any other business, Mrs Phophiwa tendered her resignation from the company. We all wondered why she had to do it at a meeting and not privately with the chairperson. Anyway, knowing her attitude we just accepted it and the chair gave her closing remarks. There were no matters arising and minutes of the last meeting were accepted. Mr Gondwe gave the last prayer and we left at 4:30pm.

Required:

Rewrite the minutes appropriately as Resolution minutes using the information provided above. **12 Marks**

- (b) Define the following terms in relation to meetings:
- | | | |
|-------|--------------|----------------|
| (i) | adjournment | 2 Marks |
| (ii) | postponement | 2 Marks |
| (iii) | agenda | 2 Marks |
| (iv) | notice | 2 Marks |
- (TOTAL : 20 MARKS)**

5. (a) A company which you work for has a vacancy for the position of Accounts Assistant. The company has decided to engage a consultant to shortlist and conduct interviews for this post on behalf of the company.

Required:

Write a letter on behalf of the company to one of your consultants requesting them to shortlist and conduct the interviews. State the qualifications, experience, and attributes you expect your prospective employee to have. **14 Marks**

- (b) State any **three** forms of non-verbal communication which a candidate can utilize in a job interview situation. **6 Marks**
- (TOTAL : 20 MARKS)**

Continued/.....

6. Imagine that after 3 years of operations, an assessment of the production and sales departments of the company where you are working was conducted. The assessment used interviews, questionnaires and observations. The results of the assessment are summarized in the following table:

	Production Department	Sales Department
How do you rate the leadership in your department?	Good	Weak
Comment on the material resources used in your department	Poor	Adequate
What is the percentage of qualified staff in your department?	70%	30%
Are you involved in decision making?	Yes	No

Required:

Write a short formal report to the General Manager on behalf of the assessment team. Presenting your findings in your report, make recommendations on how the performance of each department can be improved.

(TOTAL : 20 MARKS)

7. A speech which has adequate content, good structure, and well presented is likely to be effective in communication.

- (a) Explain any **two** things that you expect a presenter to do in each of the following parts of a speech:

- | | |
|------------------|----------------|
| (i) introduction | 4 Marks |
| (ii) body | 4 Marks |
| (iii) conclusion | 4 Marks |

- (b) Outline any **four** things that need to be considered when:

- | | |
|---|----------------|
| (i) preparing for a speech presentation | 4 Marks |
| (ii) delivering a speech | 4 Marks |

(TOTAL : 20 MARKS)

END