

EXAMINATION NO. _____



2016 EXAMINATIONS

ACCOUNTING TECHNICIAN PROGRAMME

PAPER TC 2: COMMUNICATION

TUESDAY 29 NOVEMBER 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 **FOUR** questions **ONLY**.
4. Each question carries 25 marks.
5. Marks will be awarded for clarity, correctness, grammar 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 5 pages

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

1. (a) Describe how the communication cycle operates when the sender is delivering an oral message to many people at the same time. **10 Marks**
- (b) (i) Describe how a small group operates. **3 Marks**
(ii) List any **four** benefits a small group brings to an organisation. **4 Marks**
- (c) Choose the appropriate word from the brackets to complete the sentence:
- (i) The employees asked their boss for a more _____ treatment. (human/humane)
- (ii) You cannot _____ a child's behaviour from his or her hair style. (infer/imply)
- (iii) This book, _____ was written by an expert, recommends good management practices. (that/which)
- (iv) She is the one _____ wrote the cheque. (who/that)
- (v) She did not attend the meeting as a matter of _____. (principal/principle)
- (vi) Don't blame me! _____ not my fault. (Its/It's)
- (vii) Mathilda was happy with the _____. (complement/compliment)
- (viii) He went to look for paper and staples in the _____ shop. (stationery/stationary)

8 Marks
(TOTAL : 25 MARKS)

2. (a) Imagine that you have opened a new shop called Jordan Electronics. Mr Banda who works at J&J Suppliers, a company that distributes electronic devices, has written to you offering to supply your shop with electronic equipment. However, you already have a supplier whose services you are satisfied with.

Required:

Write a reply to Mr Banda politely declining his offer. Use a fully blocked letter layout (format). **15 Marks**

- (b) State the difference between passive listening and active listening. **4 Marks**
- (c) Why is it important to be an active listener when dealing with a customer? Give **three** reasons. **6 Marks**

(TOTAL : 25 MARKS)

3. (a) Imagine that you are an assistant manager in a small company. Your manager has sent you the following instructions in an email:

“Can you please write a notice to the staff for me? They need to be reminded of a few rules for our organization. I’ve noticed a slight fall in standards recently, so we need to tighten things up. Remind members of staff that they must always wear uniform at the work place, and that the uniform should be neat and clean. Also they must display their name badges so that customers can identify them easily. Jewellery is allowed, as long as it does not pose health and safety risks, the way big earrings and loose necklaces do. The staff must leave their bags and jackets in their lockers, and not on the back of chairs in the canteen. Mobile phones must not be used at work. When they are on duty, members of staff must switch their mobile phones off. Staff must eat their food in the restaurant, not at their desks, but they can keep a bottle of water at their desk if they want. That’s everything”. (169 words)

Required:

Arrange the information above as a notice to be displayed on the staff notice board. Do not use more than **75 words**. **10 Marks**

- (b) Some managers use the autocratic style of leadership in organisations.

Required:

(i) How does the autocratic style of leadership affect communication in such organisations? **3 Marks**

(ii) State **two** benefits to an employee working under an autocratic manager. **4 Marks**

- (c) The job interview process has three main phases.

Required:

Describe what the interviewee should do in **each of the three** phases of the job interview. **8 Marks**

(TOTAL : 25 MARKS)

4. (a) Describe how **each** of the following makes communication easier:
- (i) Teleconferencing **4 Marks**
 - (ii) Intranet **4 Marks**
- (b) You have been requested to introduce your organisation and its business to an international visitor whom you have never met before.

Required:

Explain any **five** ways which you would use to create a good impression on the visitor. **10 Marks**

- (c) A good communicator must overcome barriers to communication.

Required:

Use the topic sentence above to write a paragraph that is unified, coherent and well developed. **7 Marks**

(TOTAL : 25 MARKS)

5. (a) (i) Using an illustration, describe the way a wheel communication network operates. **5 Marks**
- (ii) State **two** advantages and **two** disadvantages of a wheel communication network. **4 Marks**
- (b) The “grapevine” and “bypassing” are examples of informal channels of communication in an organization.

Required:

Explain how a manager can use these examples of informal channels of communication to achieve goals of an organisation. **6 Marks**

- (c) Describe how a member of an organisation can apply the 7 Principles of business communication (7C's) in a telephone conversation with a customer.

10 Marks

(TOTAL: 25 MARKS)

6. (a) Imagine that newly recruited staff in your department will be presenting oral monthly reports to management.

Required:

Write a memo advising the new recruits on the types of visual aids they may use during the presentations and why these visual aids are important.

15 Marks

- (b) Why are logos important for organisations? Give any **three** reasons. **6 Marks**

- (c) Imagine that a person you are talking to on the telephone has hearing problems, and therefore you are unable to communicate with him/her effectively.

Required:

List any **four** ways to overcome this barrier to communication. **4 Marks**

(TOTAL : 25 MARKS)

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