

EXAMINATION NO. _____



2015 EXAMINATIONS

ACCOUNTING TECHNICIAN PROGRAMME

PAPER TC2: COMMUNICATION

TUESDAY 9 JUNE 2015

**TIME ALLOWED : 3 HOURS
9.00 AM - 12.00 NOON**

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 2 pages

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

1. (a) Describe any **five** elements in the communication process. **10 Marks**
- (b) A website is one of the channels of communication used by organisations.

Required:

Explain any **two** advantages and any **two** disadvantages of using this channel of communication. **8 Marks**

- (c) Using any **three** examples, explain the importance of small groups in an organisation. **7 Marks**
(TOTAL : 25 MARKS)
2. (a) Explain the importance of communication in organisations. **10 Marks**
- (b) State the difference between any **two** communication network patterns. **5 Marks**
- (c) State any **five** ways of improving interpersonal communication. Give **one** reason for each of your answers. **10 Marks**
(TOTAL : 25 MARKS)

3. (a) Give any **four** reasons why listening is an important skill in organisations. **8 Marks**
- (b) Explain the importance of **each** of the following, during telephone conversations:
- (i) Feedback **3 Marks**
- (ii) Clarity **3 Marks**
- (iii) Tone **3 Marks**
- (c) Read the passage below which has an error in each sentence.

The entire department meets every thursday afternoon for two hours. Their are twelve people in our department. All the people in our department hard workers. Everyone comes in early and leaves out late. Nobody ever complain about the amount of work. But nobody worksgood enough to please Mrs. Banda, our boss. Anybody has ever seen her smile.Nobody has ever heard her say anything complimentry to anyone.

Required:

Rewrite the passage correctly. **8 Marks**
(TOTAL : 25 MARKS)

Continued/.....

4. You have just realised that all the products that your company produced last week had defects. However, these products have already been dispatched to customers, some of whom have trusted and relied on your products for years.

Required:

- (a) Write a letter to one of your trusted customers explaining the situation. **15 Marks**
- (b) Write a memo to members of the production department on the need for the company to keep on producing quality products. **10 Marks**
(TOTAL : 25 MARKS)

5. (a) Explain the importance of each of the parts of a short formal report. **15 Marks**
- (b) State any **five** factors that a presenter needs to consider when using audio-visual aids. **10 Marks**
(TOTAL : 25 MARKS)

6. (a) Imagine you have been invited for a job interview.

Required:

List any **five** barriers related to Job interviews. **5 Marks**

- (b) The secret of effective meetings is preparation.

Required:

Explain why it is important to prepare for meetings. **10 Marks**

- (c) Imagine that you are a secretary of a grouping called Society of Accountants (SA). The chairperson of SA has requested you to write a notice of a meeting.

Required:

- (d) Inventing as many details as you can, write the notice that includes the agenda. **10 Marks**
(TOTAL : 25 MARKS)

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