

EXAMINATION NO. _____



2016 EXAMINATIONS

ACCOUNTING TECHNICIAN PROGRAMME

PAPER TC 2: COMMUNICATION

TUESDAY 7 JUNE 2016

TIME ALLOWED: 3 HOURS

2:00 PM - 5:00PM

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 4 pages

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

1. (a) Your colleague in the accounts department has been asked by the chief accountant to give a talk to the newly recruited accounts clerks as part of the induction programme. Although he has the knowledge of the topic to present, he is nervous at the prospect of standing in front of a group of people. He is afraid that he will not know where to start, and how to handle the questions on the presentation.

Required:

Write a memo advising him on the following aspects of oral presentations:

- (i) Overcoming fear before presentations
- (ii) Different ways of beginning presentations to interest the audience
- (iii) How to handle the question and answer session. **13 Marks**

- (b) Explain **each** of the following styles of speech delivery.

- (i) Impromptu speaking **3 Marks**
- (ii) Extemporaneous speaking **3 Marks**
- (iii) Memorized speech **3 Marks**
- (iv) Speaking from a manuscript **3 Marks**

(TOTAL : 25 MARKS)

2. (a) Outline any **two** advantages and **two** disadvantages of the following methods of communication within a commercial organization.

- (i) Staff meetings **4 Marks**
- (ii) Telephones **4 Marks**
- (iii) Flow diagrams **4 Marks**

- (b) A year ago you purchased a very expensive computer which had a one year guarantee. However, during the guarantee period you did not have any problem with it. Unfortunately it developed a fault a week after the expiry date of the guarantee period, and the problem is quite serious.

Required:

Write a letter informing the supplier about the situation and indicate that you want them to assist in resolving the problem.

13 Marks

(TOTAL : 25 MARKS)

3. (a) Imagine that you are working for Mbambande Enterprise and that currently, there is a misunderstanding in the organization between management and the workers. The workers' union has threatened to go on strike as a result of the misunderstanding. Eventually, management and the leaders of the union agree to meet and discuss the problem to find a solution.

Required:

Using this scenario, describe all the stages to be followed in the problem solving process. **18 Marks**

- (b) Give **seven** benefits of resolving conflicts and misunderstandings in an organization. **7 Marks**

(TOTAL : 25 MARKS)

4. (a) Rewrite the following sentences correctly:

- (i) John is hard working and can be trusted. **1 Mark**
(ii) After watching the game, the snacks were put away. **1 Mark**
(iii) Looking forward to doing more business with you. **1 Mark**
(iv) Kamwendo is a lazy student he does not submit assignments. **1 Mark**
(v) The lady kept the money in a Malawian round big black box. **1 Mark**

- (b) Using relevant examples, give any **four** functions of non-verbal communication in business. **8 Marks**

- (c) Explain how **each** of the following non-verbal communication signals could be used in a business and how each could affect the effectiveness of communication:

- (i) Personal appearance **4 Marks**
(ii) Eye contact **4 Marks**
(iii) Paralanguage **4 Marks**

(TOTAL : 25 MARKS)

Continued/.....

5. (a) What is a barrier to communication? **1 Mark**
- (b) Explain the following barriers to communication:
- (i) Stereotyping **2 Marks**
 - (ii) Information underload **2 Marks**
 - (iii) Wrong timing **2 Marks**
 - (iv) Inadequate adjustment period **2 Marks**
- (c) Explain how each of the barriers given in (b) above can be overcome. **8 Marks**
- (d) Using any **four** examples, explain how ICT has helped in improving communication. **8 Marks**
(TOTAL : 25 MARKS)
6. (a) Mention **two** ways in which passive listening differs from active listening. **4 Marks**
- (b) Give **six** ways in which you can improve your listening skills **6 Marks**
- (c) A small firm for which you work requires a computer server. There are three options open to the firm for acquiring the server. They can buy it outright, or they can hire-purchase it, or lease it. You have investigated all the three options and summarized the results in the following table.

CASH OUTFLOW PER ANNUM (K'000)					
Method of funding	Initial outlay	Year 1	Year 2	Year 3	Year 4
Outright purchase	7	0	0	0	0
Hire purchase	0.5	3.5	3.5	0	0
Leasing	0.5	2	2	2	2

Required:

Using the information presented above, write a short formal report to the Managing Director explaining the **advantages** and **disadvantages** of each method of acquiring the computer server, and make your recommendations. **15 Marks**

(TOTAL : 25 MARKS)

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