

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS OF PAKISTAN



New Fall (E) 2011, April 2012 Examinations

Sunday, the 22nd April 2012

PRESENTATION & COMMUNICATION SKILLS – (S-304)

STAGE – 3

Time Allowed - 02 Hours 45 Minutes

Maximum Marks: 55

Roll No.:

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- (i) Attempt ALL questions.
 - (ii) Answers must be neat, relevant and brief.
 - (iii) In marking the question paper, the examiners take into account clarity of exposition, logic of arguments, effective presentation and language.
 - (iv) Read the instructions printed inside the top cover of answer script CAREFULLY before attempting the paper.
 - (v) DO NOT write your Name, Reg. No. or Roll No. anywhere inside the answer script.
 - (vi) There will be an oral examination of 25 marks on one of the given business situation.
 - (vii) Question No.1 – “Multiple Choice Question” printed separately, is an integral part of this question paper.
 - (viii) **Question Paper must be returned to invigilator before leaving the examination hall.**
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	MARKS
Q.2 (a) In addition to ethical guidelines, business communication is also bound by a wide variety of laws and regulations. Briefly discuss at least six areas.	06
(b) People listen in a variety of ways, which influence what they hear and the meaning they extract. Enumerate five steps involved in an effective listening.	05
Q.3 (a) The more you know about your audience, their needs and their expectations, the more effectively you will be able to communicate with them. Enumerate the necessary steps to be taken for audience analysis.	06
(b) Assume that your friend is living abroad. Write a letter to your friend regarding the deteriorating conditions of Pakistan. (Should not be more than 200 words)	05
Q.4 (a) A résumé is a structured, written summary of a person's education, employment background and job qualifications. Describe different types of résumé. (You are not required to prepare your résumé)	06
(b) Your Institute has launched a new educational program for 'A' levels/intermediate students. The high level marketing is required for this new program and the management has decided to organize “Informational Seminars”. The purpose of the marketing campaign is to create awareness among the prospective students about this new program.	
Required: Write an unsolicited letter to the Principals of various colleges to allow your Institute's representatives for conducting the “Informational Seminars” at their college premises.	05
Q.5 (a) Report writing is a creative activity in any business. Different types of reports are written to develop procedures, test products, explore markets, or to share opinions. Distinguish among informational reports, analytical reports and proposals. Also describe three basic categories of an analytical report.	06

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- (b) 'Tradition Limited', a multinational company is famous for its high quality products at low price in the market. It has been very difficult for the company to maintain the popularity on this ground because of increasing trend of manufacturing cost for the last few years. The management is much worried about the situation and desires to know the cost reduction methods e.g., alternate materials, incentive to labour force, automation etc. Being a consultant of the said company you have been given a task to prepare a short report on this trend of increasing cost. Your report should comprise the following points, using imaginary description of the products:

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- Description of products;
- Cost breakup of products;
- Increasing percentage of costs in tabular or graphical form;
- Factors affecting costs;
- Suggestions for cost controlling/cost reduction;

- Q.6 (a) Even speakers with years of experience feel some anxiety about getting up in front of an audience. Briefly state the various ways to overcome the anxiety during presentation.

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- (b) Assume yourself as a manager of 'M/s Crown Stores'. Your store has received a purchase order of 100 books of 'Management Accounting' from 'Valley University'. You have delivered the books as per the order within due date. The Librarian of the university has written a letter to your store mentioning that 25 books of the said order are badly damaged and has claimed for compensation or replacement of the books.

(Note: As per terms and conditions of purchase order, any cost incurred on account of damage during transit will be borne by the buyer).

Required:

Write a suitable reply to the Librarian of 'Valley University' refusing replacement of books as the damage occurred during transit.

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THE END