

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS OF PAKISTAN



Fall (Winter) 2008 Examinations

Tuesday, the 25th November 2008

PRESENTATION & COMMUNICATION SKILLS (S-304)

Stage – 3

Time Allowed – 2 Hours 45 Minutes

Maximum Marks – 55

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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, presentation and language.
 - (iv) Read the instructions printed on 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.
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MARKS

Q.2 Communication cycle begins with the sender and ends on feedback which again begins a cycle. However, context dominates this cycle. Justify the significance of context consideration in communication. Substantiate your answer with real life examples. **10**

Q.3 (a) Suppose that you have been working as a Director Administration for a reputed marketing company. Due to increase complaints of late coming of the administrative staff, you decide to communicate few measures to overcome the problem.

Required:

Draft a circular for all the departments of your organization stating the problem, its impact on working, remedial measures and the penalties for noncompliance. **5**

(b) Suppose that you work as a freelance marketing consultant. Few months ago, a reputed company, which deals in ready-made clothes requested you to conduct a market analysis of Peshawar region and submit report as the company intends to introduce its product(s) in that region if the market conditions is favourable.

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Required:

Draft a report for the company highlighting the market conditions and consumer preferences about their product(s). Also give some recommendations which may help the company make a decision. **5**

Q.4 Ethics is an essence of a good business practice. However, law also has its role when ethical issues lead to complications and problems in business. Explain the following ethical issues of businesses with examples and show how they have legal considerations: **12**

- (a) Defamation
- (b) Plagiarism
- (c) Discrimination

Q.5 (a) State the four-step organizational plan for writing a negative/ bad news message. Narrate the situation in which you have to decline a dinner invitation, identify the four stages in this communication **(assume necessary details)**. **5**

(b) Assume that you have been working in an organization as Assistant Manager Administration. You have been nominated by your company's officials to participate in an exhibition organized by chamber of commerce and industry to introduce different companies at a trade and commerce exhibition to be held at expo centre. As the representative of your company you have to prepare a presentation to be delivered during the exhibition.

Required:

Write a letter to the organizers seeking further details or some guidelines of the exhibition so that you can prepare and deliver your presentation. **5**

(Use imaginary details)

Q.6 (a) Consider yourself as Manager Sales at a small departmental store which has recently picked up its retail business due to the development of a large housing society. Presently you are facing problems of space and working style.

Required:

Write a persuasive memo using AIDA approach to the owner and president of the outlet and suggest structural changes and redesigning the outlet as well as use of modern retail procedures to accommodate more customers within the same premises with greater efficiency and effectiveness. **6**

(Use imaginary details)

(b) Write a detailed note on how an "Advertisement Cheats". **7**

THE END