

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS OF PAKISTAN



Fall (Winter) 2009 Examinations

Tuesday, the 24th November 2009

PRESENTATION & COMMUNICATION SKILLS – (S-304)
STAGE – 3

Time Allowed – 2 Hours 45 Minutes

Maximum Marks – 55

- (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.

MARKS

Q. 2 (a) Throughout your academic and professional careers, you may be called upon to research everything from competitor analysis and business trends to exploring new technologies and changes in the system. No matter what the task may be, successful research can be a rewarding activity if you follow productive research procedures. Enumerate the research process briefly. **07**

(b) You work for a well-known furniture outlet as Manager Operations. You have received a complaint from one of your corporate customers for not delivering the office furniture on the agreed date. **05**

Required:

Draft suitable reply to your corporate client addressing his complaint and retaining his loyalty to your company. (Assume necessary details.)

Q. 3 (a) The culture of organizations defines shared values and behavioral expectations. Define corporate culture? List four core cultural dimensions giving an example of how each influences the communication process? **07**

(b) Generally there are seven standard parts of a business letter. List out and explain these parts in detail. **05**

Q. 4 (a) Assume that you have been working in an organization as Manager Finance. Your Director has observed continuous increase in bad debts. You have been asked to present a ‘Report’ covering introduction with financial facts, background of the problem, causes and recommendations. (Assume necessary details) **07**

(b) The listening process consists of five elements. Explain each of them. What are the guidelines for effective and improved listening? **05**

PTO

- Q. 5 (a)** It has become the fact that writers, like speakers, must adapt their presentations to fit the audiences' listening, interests, and concerns. Who are your primary audience, secondary audience and immediate audience? Explain the ways to analyze your audience in detail. **07**
- (b)** How does a targeted résumé differ from a general résumé? Describe the chronological, functional, and combinations résumé formats and discuss when each type would be most appropriately used? **05**
- Q. 6 (a)** You have applied for the job in a multinational company. Write a 2 to 3 pages letter to the Director Human Resource introducing yourself. Include the following in your introductory letter: **05**
- Background:**
Where did you grow up? What have you done in terms of academics, extra curricular activities, jobs and family life?
- Interests:**
What are you interested in? What do you like to do? What do you like to think about and talk about?
- Achievements:**
What achievements have given you the greatest personal satisfaction? In your list include things which give you a real sense of accomplishment and pride.
- Goals:**
What do you hope to accomplish in life? Where do you like to be professionally and personally five years from now?
- (b)** What is the difference between 'Synopsis' and 'Executive Summary' of a business report? Explain briefly. **02**

THE END