

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS OF PAKISTAN



Fall 2012 (February 2013) Examinations

Saturday, the 23rd February 2013

BUSINESS COMMUNICATION & REPORT WRITING – (ML-103) SEMESTER - 1

Time Allowed – 2 Hours 45 Minutes

Maximum Marks – 90

Roll No.:

--

- (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 inside the top cover of answer script CAREFULLY before attempting the paper.
- (v) DO NOT write your Name, Reg. No. or Roll No. and any irrelevant remarks anywhere inside the answer script.
- (vi) Question No.1 – “Multiple Choice Question” printed separately, is an integral part of this question paper.
- (vii) **Question Paper must be returned to the invigilator before leaving the examination hall.**

	MARKS
Q.2 (a) Writing in teams or reviewing a document prepared by someone else for your signature, you must need to be critique for the writing of others. Identify and discuss seven major issues to keep in mind when critiquing someone else’s written document.	08
(b) Non-verbal communication may be interpreted differently in different cultures. Select any two cultures (local/ global) and elaborate how non-verbal communication conveys different meanings in different cultures.	06
Q.3 (a) Human communication is a complex process with many opportunities for messages to get lost, ignored, or misinterpreted. Identify eight steps of communication process that you can take to improve your success as a communicator.	08
(b) A man from United States of America is going to join as an upcoming CEO of your company. Your boss has asked to send your analysis of his personality in a cultural context. Using your knowledge of low and high context cultures, write a memo to your boss explaining the possible personality traits of the new CEO based on cultural context.	06
Q.4 (a) Preparing speeches and presentations require some special communication techniques to ensure your audience hears what you say, especially if their fluency in your language ranges from expert to novice. Discuss five tips for making successful presentations around the world.	06
(b) Salman is your younger brother. He has to give presentation to a huge audience in an auditorium tomorrow. This is his first ever presentation and he believes that he will get nervous while giving the presentation. He has sought your help. Discuss some key elements to help him out so that he can overcome anxiety to give calm and cool presentation.	06
(c) Assume yourself as manager of a well known CNG station. M/s Alpha Communication is among your potential clients and is prompt in settlement of accounts. You have not received any payment to settle their accounts for the month of December. As you work on small profit margins with an understanding of early settlement, it is not possible to grant long term credit facilities to your customers.	06
Required: Write a collection letter to the regular payee customer requesting for an early payment. (Assume necessary details)	

PTO

- Q.5 (a)** Read the following table which shows the market share of the products sold by the company you work for. Having interpreted the given information in the table, write a report to your boss explaining about the current market share of each product. Moreover, make some recommendations to improve the market share of your products where applicable. Remember, it is not easy to persuade your boss. (You may assume the details where appropriate)

09

Market share of each product

Products	Your market share	Competitors' market share	Your market share (last year)
Lipsticks	20%	80%	50%
Fairness Cream	70%	30%	50%
Ladies handbags	50%	50%	40%

- (b)** You have been to USA on a business trip recently. Your boss has asked you to write him the details of your trip. Write a memo to your boss explaining about the trip. You must cover the following points: (assume imaginary business details)
1. Meetings with clients
 2. Survey of the USA Market
 3. USA Culture

08

- Q.6 (a)** Your brother is a fresh accounting graduate and is willing for an employment. He has asked you about the type of CV (Curriculum Vitae or Résumé) he should use to apply for a job. Guide him explaining different types of CVs and help him in selection of an appropriate type of CV.

07

- (b)** Saad, who is your colleague, has recently been promoted to a managerial position. He is going to call the first business meeting in his new role. He has asked you for some suggestions on the preparation before calling a meeting.

06

Your task: Give him some suggestions pertaining to preparations before calling a meeting.

- Q.7 (a)** Your younger brother's teacher has complained that your brother is a poor listener. Write a note to your brother suggesting some ways in which he could improve his listening skills and overcome barriers that hinder good listening.

08

- (b)** As a Human Resource Manager of your company, write a letter of recommendation for one of your employees. Use the following information sheet which may help you to write the recommendation letter. **(Note: Assume the details where appropriate)**

06

Name:
Working experience:
Achievements:
Personality:
Strengths:
Weaknesses:
Recommendations:

THE END