

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS OF PAKISTAN



Winter (November) 2011 Examinations

Tuesday, the 22nd November 2011

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

Time Allowed – 2 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, 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 the invigilator before leaving the examination hall.**
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MARKS

Q. 2 (a) Paying special attention to nonverbal signals in the workplace will enhance your ability to communicate successfully. Identify and discuss six categories of nonverbal communication. **06**

(b) Imagine that you are studying abroad. Write a letter to your family in Pakistan about your experience over there. You should use the following framework to complete your letter: - **05**

- Weather
- City description
- Teachers/classmates behaviour
- Missing family and friends
- Working hard

Q.3 (a) Even the best-run companies make mistakes, from shipping the wrong order to billing a customer's credit card inaccurately. Identify the points to remember while responding to a claim when your company is at fault. **06**

(b) Assume that you have been working as Manager at a big retailer of Gas – Generators. One of your customers has lodged a complaint regarding non-functioning of three (3) units of generators out of six (6) bought last week from your outlet. Upon investigation you have found / confirmed fault in these three (3) units.

Required:

Write a suitable reply to your customer so that s/he may remain loyal to your company. **05**

PTO

- Q.4 Do as directed:** **10**
- (a) Consensus of opinion. (***Cross out unnecessary words***)
- (b) The antiquated calculator is ineffectual for solving sophisticated problem. (***Use shorter and simpler words***)
- (c) For living, I require money. (***Use infinitives***)
- (d) In the near future. (***Rephrase using fewer words***)
- (e) In all probability, we are likely to have a price increase. (***Condense the sentence***)
- (f) It would appear that someone apparently entered illegally. (***Remove hedging***)
- (g) Danish is both a hard worker and he knows book-keeping. (***Use parallelism***)
- (h) After proofreading every word, the memo was ready to be signed. (***Clarify the dangling modifiers***)
- (i) The supermarket warehouse inventory reduction plan will be implemented next month. (***Eliminate long strings of nouns***)
- (j) The auditing procedure on the books was performed by the Vice President. (***Rewrite focusing the verb***)
- Q. 5** (a) Formal reports may contain a variety of prefatory parts so that readers can decide whether and how to read the report. Identify and briefly define such parts. **05**
- (b) Assume that you have been working as Coordinator in an NGO for developing public libraries in low-income areas. 'Lending-hands' – one of your regular donors provides an annual fund of Rs.7.5 million to your NGO. Every year you send a report highlighting achievements and milestones of your NGO along with financial implications / results.
- Required:**
- Write a letter of transmittal to 'Lending-hands'. You may use direct approach. (Assume necessary details) **05**
- Q. 6** (a) An employment interview is a formal meeting during which you and a prospective employer ask questions and exchange information. Briefly discuss common types of job interviews. **07**
- (b) You have passed your "A"-level examination and are now interested to complete the BS in Accounting from a prestigious university of the USA. Write a letter to a university abroad applying to the course. You may cover the following areas to prepare your letter. **06**
- Your academic qualifications.
 - Intention for admission.
 - Visa facility.
 - Lodging/boarding facilities
 - Fee structure
 - Scholarships
- (Assume other necessary details)

THE END