

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS OF PAKISTAN



Summer (May) 2011 Examinations

Tuesday, the 31st May 2011

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

Time Allowed – 2 Hours 45 Minutes

Maximum Marks – 55

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. 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.**

MARKS

- Q. 2 (a)** Human communication is a complex process with many opportunities for messages to get lost, ignored, or misinterpreted. Identify the eight steps communication process to improve your success as a communicator. **4**
- (b)** The most important characteristic of an effective manager is “credibility”. Define the term “credibility” and discuss three key components which inculcate credibility for effective managers. **4**
- (c)** Assume yourself as manager of a private bank. A client took a loan of Rupees one (1) million from your bank five months back. He made the first three monthly repayments of instalments of loan and then stopped making payments. You wrote down a letter to him asking for payments but even after fifteen days you have not received any payments from him. Now, you as a manager, write down a reminder to him under direct approach. You may mention the penalties / consequences etc., without using threatening words. **(assume necessary details)** **4**
- Q. 3 (a)** Explain the importance of recognizing cultural variations and briefly explain eight categories of cultural differences in the context of organizational communication. **8**
- (b)** The factory production has been affected badly in recent past due to frequent power failure in the city. Prepare a short feasibility report for your factory considering installation of a power generator to sustain its production facility. Submit your recommendations along with a post benefit analysis. **(assume necessary details)** **4**
- Q. 4 (a)** Discuss the importance of ethics in business communication. Unethical communication can include falsehoods and misleading information. Explain various aspects of unethical communication giving examples. **4**

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- (b) Assume yourself as a General Manager of Pakistan Tourism Development Corporation. You are required to write a solicited sales letter to your perspective customers inviting them to a summer tour to the northern areas of Pakistan at concessional rates. (Assume necessary package(s) details like total duration of tour, date of departure, mode of transportation, places to visit, food service, accommodation facilities etc.) **5**
- Q. 5 (a)** Describe an effective process of conducting business research. Define primary and secondary research and explain when each method can be used. **6**
- (b) Suppose you have been working as an advisor to the Vice Chancellor of a renowned university. You have been asked by the Board to submit a report on low number of new comers to the university. Your report may address the following factors: **5**
- Admission schedule during the year
 - Location of university
 - Fee structure as compared with others
 - Education standards
 - Higher Education Commission rating
 - Extra curricular activities
 - Infrastructure facilities
 - Faculty members
 - Job placement for students
- (use imaginary details)**
- Q. 6 (a)** Teams typically evolve through a number of phases on their way to become productive. The common model indentifies five phases for making a team effective and productive. Explain them. **6**
- (b) Assume yourself a CEO of an organization of repute, draft a circular letter, drawing attention of all of your office workers in different sections, towards work environment and seek their suggestions to help enhance productivity and achieve management targets. **(assume necessary details)** **5**

THE END