

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS
OF PAKISTAN

PROFESSIONAL-I EXAMINATION – SPRING (SUMMER), 2004

Thursday, the 27th May, 2004

1032

BUSINESS COMMUNICATION AND REPORT WRITING

Time Allowed – 3 Hours

Maximum Marks –75

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- (i) Attempt ALL questions.
- (ii) Answer must be neat, relevant and brief.
- (iii) In marking 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 situations.
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- | | Marks |
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| Q 1 Do you agree with modern communication strategists who believe that establishing effective internal communication channels are as important to the success of a business as establishing an effective external communication mechanism ? Explain the importance of internal and external communication channels. | 10 |
| Q 2 Change the following statements as directed : | 10 |
| (i) The traffic is slow today. (Replace the adjective with an adverb) | |
| (ii) We have established criteria to evaluate capital expenditure. (Rewrite using passive voice) | |
| (iii) We are cutting the price to stimulate demand. (Make it more emphatic) | |
| (iv) To waste time and miss deadlines are bad habits. (Use parallel structure) | |
| (v) We hereby wish to let you know that our company is pleased with the confidence. (Eliminate wordiness) | |

P.T.O.

- (vi) Upon procurement of additional supplies, I will initiate fulfillment of your order. **(Make it short)**
- (vii) We hope this recommendation will be helpful. **(Re-write expressing more confident tone)**
- (viii) Such refreshing comments are few and far between. **(Make it concise)**
- (ix) He's a brain. **(Make it concrete)**
- (x) You should never use this type of paper in the copy machine. **(Avoid use of 'You' and make it polite)**
- Q. 3 (a) List and briefly explain the specific communication principles, required to compose an effective business message. 8
- (b) Assuming the role of a Sales Manager of a multinational company, write a memo requesting your field representatives to prepare and submit monthly report of sales to you. 7
- Q. 4 (a) You have recently been appointed as the Manager, Purchase Department of a large chain of fast food restaurants. The management has decided to install large screen televisions in all the branches. Write an enquiry letter to a dealer of TV soliciting details of prices and terms and conditions of sale. (Assume necessary details). 10
- (b) Differentiate between letter, memo and report, explaining their major components briefly. 5
- Q. 5 (a) Define a 'Business Report'. 2
- (b) How does 'Informational Report' differ from 'Analytical Report'? 4
- (c) Which type of report you would prefer to write for a market survey on price of a commodity for your boss? Explain. 4
- Q. 6 (a) List out and briefly explain the steps which are essential for preparing an effective oral presentation. 8
- (b) A good speech consists of three parts. List out them and explain each part in brief. 7

THE END