

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS OF PAKISTAN

SPRING (SUMMER) 2008 EXAMINATIONS

Tuesday, the 27th May, 2008

PRESENTATION & COMMUNICATION SKILLS (S - 304)

Stage- 3

Time Allowed – 2 Hours 45 Minutes

Maximum Marks – 55

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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 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.
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Marks

Q.2 (a) “Physical appearance is an important type of non-verbal communication which contributes greatly to the first impression of our personality”. Elaborate the statement with examples. 5

(b) How does appearance impact positively or negatively in our personal and professional lives? 5

Q.3 (a) Suppose that you have been elected as a City Nazim. You have been asked by the Chief Minister of the province to present a report on the state of your city and the support that you may need from the government.

Required:

Select any major city of your choice and write a report for the Chief Minister. 10

PTO

Q.4 A company plans to install electric water dispensers at various locations in all its offices. Assuming the following details related to two scenarios, draft the following letters:-

(a) As an officer in charge of purchase, write a letter to the local vendor requesting him/her to send information regarding models, sizes, price, discounts etc., of electric water dispensers. 8

(b) As a sales and distribution officer of a local vendor for electric water dispenser, write the response letter to the company showing interest in the deal by using effective strategy to convince on making this deal with you. 7

Q.5 A garment manufacturing concern has been given a huge order to be supplied in the next two months time. Assuming yourself as the production manager, prepare a memo report for the CEO of the company, and share the plan to manage this order timely covering necessary details and suggesting the need for the second shift and increased workforce based . (use imaginary details) 10

Q.6 Ethics is about making right or wrong decisions. Making ethical decisions is easy when you know the facts but is difficult when evidence is missing and multiple conflicting points of view emerge. Consider the following scenario:- 10

During an interview, the selection committee asks you why they should hire you over another candidate (an officemate of yours). You have some negative perception about this person. How would you react in this situation? Should friendship take precedence or selection committee should be given the damaging information about the other candidate. Justify your comments in detail.

The End