

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS OF PAKISTAN



Spring (Summer) 2009 Examinations

Tuesday, the 26th May 2009

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

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| Q.2 | What is the significance of culture in communications? What are some of the national and individual variables which may affect communication process? | 10 |
| Q.3 (a) | The organizational plan for negative or bad news messages indicates that all such messages should begin with a buffer. Briefly define buffers, and give any three types of sentences as examples of buffers. | 04 |
| (b) | Write an inter-office memorandum to the Managing Director of your company, informing him about the yesterday's night incident in which fire broke out at the factory. (Assume necessary details.) | 05 |
| Q.4 (a) | Compare the characteristics of oral media with written media and list the features of the two medias which, a sender must be consciously aware of in order to select appropriate medium for communication. | 04 |
| (b) | Hypothetically consider yourself as Manager Administration in SME. In a meeting with the Chairman and other top officials you have discussed different ways to survive economic recession. It was decided that instead of six working days the company will operate five days a week with a little time extension to compensate for the office hours lost on Saturdays. This step seems to prove beneficial by reducing operational cost and giving one more day-off to employees every week. | |

PTO

Required:

- Draft an internal memo informing all employees of this decision. Also mention the reasons for this change and the extended office timings. **08**
- Q.5 (a)** Write down the non-verbal considerations that a speaker needs to keep in view while preparing for a multimedia presentation before an audience comprising top level executives and shareholders, auditors, and regulators of the company. **06**
- (b)** Select a talk of the town news from any information media related to the current situations and comment how this is eventually resolved or will be resolved. **05**
- (Your comments should not be more than 100 words.)**
- Q.6 (a)** Personal curriculum vitae is a kind of personal selling of your capabilities. Explain briefly. **03**
- (b)** Suppose that you have been working as General Manager Human Resource for a leading manufacturing company. Due to large number of staff-turnover and labour unrest, you have been asked by the Chairman of the company to present a report indicating real causes for staff-turnover and labour unrest. Your report should include introduction, comparative studies, promotion policy, and conclusions along with recommendations to redress the problem. **10**
- (Assume necessary details.)**

THE END