

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS OF PAKISTAN



Spring (Summer) 2010 Examinations

Monday, the 24th May 2010

**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 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.
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MARKS

- Q. 2 (a)** There are certain attributes of a message known as 7Cs in communication. Enumerate and describe each one of them. **07**
- (b)** How have market globalization and cultural diversity contributed to the increased importance of intercultural communication? Explain. **07**
- Q. 3** Assume that you have been working as Manager Operations and Services at a leading hotel. Your boss has received some complaints from clients regarding poor quality of food and sub-standard services being provided by the hotel. You are asked to analyse some samples of comments received from clients and present a formal report to the General Manager of the hotel. Your report should include introduction, reasons for low standard of services, facilities, food and eating places, conclusions and recommendations. **08**
- Q. 4 (a)** Explain why ‘positive wording’ in a message is more effective than negative wording? Why should you be concerned about the position of good news or bad news in your written message? Discuss. **08**
- (b)** Draft a letter on behalf of M/s. Goodies Pvt., Ltd., Gujranwala, placing an order for 8,000 tins of 1 kg and 5,000 tins of 2 kg of powdered milk to Dairy Products Limited, Johar-39821. Remind them that they have agreed to allow 5% discount on the price quoted in the list and the payment will be made within ten days after the delivery. **05**
- Q. 5 (a)** Prepare a notice and agenda of an extra-ordinary meeting of a listed company and draft minutes of the proceedings also. Invent the necessary details using your imagination. (Restrict your agenda to six items) **06**

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- (b)** Assume that you are the Credit Manager of a weekly magazine, The Sunrise, published by Beta Communications Private Limited. In response to an advertisement offering Eid gift subscriptions at the special low price of Rs.300/- per annum (instead of a regular subscription of Rs.340/-), the firm has received 1,500 orders. At the request of prospective subscribers, the bills for payment have been sent to them, demanding payment within 15 days. However, you anticipate that some of them will not pay in time. Write a series of collection communications (follow up) which you will use for recovering payments. Invent the necessary details. **05**
- Q. 6 (a)** What is the “You” attitude and how does it differ from an “I” attitude? **05**
- (b)** Describe some similarities and differences between a “memo” and a “letter”. **04**

THE END