

Q.2 (a)

The good message should have the following seven attributes

1. Completeness
2. Conciseness
3. Consideration
4. Concreteness
5. Clarity
6. Courtesy
7. Correctness

Each heading to be defined.

Q.2 (b)

Market globalization and cultural diversity have contributed to the increased importance of intercultural communication.

We should therefore pay proper attention to this diversity. We should show due regards to the diverse and different traits of behaviour of other cultures, we should observe these diversities so that we come up to the expectations of others belonging to other cultures. Some of the general diversities are as follows:

- (i) Understanding culture;
- (ii) Recognising cultural differences;
- (iii) Social values;
- (iv) Roles and status;
- (v) Concepts of time;
- (vi) Concepts of personal space;
- (vii) Body language;
- (viii) Social behaviour and manners;
- (ix) Legal and ethical behaviour;
- (x) Dealing with language barriers.

All these factors observed and applied properly while establishing communication will make inter-cultural-communication more effective and need the importance of Inter-Cultural-Communication.

Presentation & Communication Skills (Stage-3)

**Note: Answers given by the examinees may vary.
A general format/ idea is given to facilitate the examiner for awarding marks.**

Q.3

From: _____

To: General Manager Hotel (Name of Hotel)

Date: 10 March 2010

Subject: Complaints about poor quality of food and sub-standard services

1. Introduction:

I have been asked to analyze some of the comment forms received from clients and prepare a report for you. (The General Manager).

I have gone through the comment-forms minutely and find that the comment forms submitted / collected fall into the following categories:

2. Standard of Services:

Category-1: Comments of those client who have offered favorable comments regarding food and services. On counting the forms it come to light that 24% clients fall into this category.

Category 2: Comments of those clients who have offered favorable comments regarding food but have some complaints regarding sub-standard service being offered to them. Such clients are 28%.

Category 3: Clients who are not satisfied either with the food served to them or with the services offered to them fall into this category and constitute 30% of the comments offered.

3. Facilities, Food and Eating Places:

There are four eating places, each serving specialized food to the customers. Nothing more may be added to the existing facilities as they are already of very high standard according to the terms in the market.

4. Conclusion:

The state of affairs is NOT satisfactory. We must make efforts to provide to the customers a better quality of food and services in order to make them feel satisfied and give a sense of personal service and which shows respect for personal preferences of the customers.

5. Recommendation:

Based on the analysis of the comments and considering the facilities offered I recommend the following:

- (i) The standard of our service should improve in terms of physical facilities and man-power.
- (ii) The number of service personnels should be increased.
- (iii) Service personnels should be given more comprehensive training before they take on the job.
- (iv) There should be better monitoring both of food and services by senior staff.

Q.4 (a)

In a business-letter, the positioning of good news and bad news is very important.

To be polite and not to offend the receiver, following should be done:

If it is a good-news letter please place the good news right in the beginning and convey a word or so as a good wish gesture. If it is a bad-news letter we must use the first paragraph as a buffer statement and then break the bad news. In this manner we mellow down the mind of the receiver and prepare him mentally to absorb the shock of the news.

Presentation & Communication Skills (Stage-3)

Note: Answers given by the examinees may vary.

Q.4 (b)

From: M/s. Goodies Pvt., Ltd.,
Gujranwala

To: Dairy Products Limited
Johar – 38211

Date: 10 March 2010

Subject: Formal order for powdered milk

Dear Sir,

We are very pleased to place an order for powdered milk, in the following quantity:

- a. 8,000 tins of 1 kg.
- b. 5,000 tins of 2 kg.

I am sure you shall provide the above quantity within one week from now on conditions and price already agreed upon by us i.e., at 5% discount, and the payment shall be made 10 days after the delivery.

Looking forward to receiving the consignment. We hope to develop regular trade/business relations with you.

With regards.

Yours sincerely,

(Sd)

Note: Answers given by the examinees may vary.

Q.5 (a)

An extra-ordinary meeting of the board of governors is being called by the Chairman of the Board of Governors on 15th March 2010 at 0900 hrs in the Board-Room of the organization.

The agenda of the meeting is "Extra-ordinary measures to be taken in view of the collapse of the KSE".

All members of the Governing Board are requested to attend please.

Proceedings of the Meeting:

1. The meeting started with recitation from Holy Quran. The recitation was rendered by Mr. _____.
2. After the recitation was over the secretary of the meeting Mr. _____ read out the agenda of the meeting.
3. The first point on the list of the agenda was to read out the minutes of the previous meeting which was done by the secretary of the meeting namely "Extra-ordinary measures to be taken in view of the adverse operating conditions of the Karachi Stock Exchange" was put before the house for discussion. Mr. _____ spoke first, talking of the reasons of the collapse of KSE. Mr. _____ spoke next and suggested the following measures to be taken by us to safeguard the interests of our organization:
 - Mr. _____ suggested that a thorough analysis should be carried out before any further investment.
 - Mr. _____ suggested that a team of experts be appointed for the purpose of analysis.

The meeting was called off with thanks from the Chairperson who appreciated the efforts and concerns of those present there.

Note: Examinees' answers may vary.

Q.5 (b)

May 02, 2010

Mr. Ahmad Ali
36/2, 5th South Street,
DHA,
Karachi

Dear Mr. Ali,

As you are usually quite prompt in settling the accounts, we wonder if there is any special reason for delay this time. Our auditors have to balance the accounts by the end of this month, we request for a prompt settlement of our special discounted offer as EID gift subscription of sunrise magazine.

We shall be glad if you take an immediate action in this regard.

Awaiting an early reply.

Yours faithfully,

Anwar Khan
Credit Manager

Q.6 (a)

"You" attitude:

In "you" attitude, you try to make the other party believe that they are more important and that in all dealings, negotiations, and decisions their interests have been looked-after and safeguarded very carefully.

"You" attitude inflates the ego of the reader of the message and if gives him the required satisfaction in any business-deal.

"I" attitude:

It does not work at all in dealing with people with whom you wish to carry out your business. It gives the other party a feeling that in all matters and decisions, their interests have not been considered justly and therefore they have a feeling of being let down.

In business world "You" attitude is preferred.

Q.6 (b)

A memo and a letter both have certain common points called *similarities*. They also have some different attributes each called *difference*.

Similarities

1. Both a memo and a letter contain messages.
2. Both follow the same techniques and method to put across the message very effectively.
3. They almost have the same form of format.
4. They follow the same method of conveying Good News messages and Bad News messages.

Differences

1. A memo is used for established direct request within the same organization while a letter is used for establishing contact with other organizations and people outside one's own organization.
2. A letter sent outside should be drafted more carefully than the one within the same organization.
3. Communication outside the organization should be more formal and should be based on "You" attitude rather than "I" attitude.

THE END