

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS OF PAKISTAN



Spring (August) 2012 Examinations

Monday, the 3rd September 2012

PRESENTATION & COMMUNICATION SKILLS – (S-304)
STAGE – 3

Time Allowed – 2 Hours 45 Minutes

Maximum Marks – 55

Roll No.:

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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.
 - (viii) **Question Paper must be returned to the invigilator before leaving the examination hall.**
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MARKS

- Q. 2 (a)** The broad subject, or topic, of every well-organized business message can be condensed to one idea. Your entire message supports, explains, or demonstrates your main idea. Explain in which situation/scenario it is more difficult to define main idea of your message and briefly discuss different techniques used to generate creative ideas. **06**
- (b)** Every bad-news message has an underlying objective: to present the unpleasant fact in such a way that the reader will consider it fair and reasonable and preferably remains a friend of the organization. Two approaches i.e., direct and indirect are used by any business concern to send a negative message. Explain the differences between the direct and indirect approaches and when it is appropriate to use each one of them? **06**
- Q. 3 (a)** When you drive in commercial streets, you will encounter hundreds of messages i.e., billboards, posters, store window displays, street signs, traffic lights and so on. Messages often reach the intended audience but no effect whatsoever. What are the three elements necessary for an audience member to actually receive a message? Discuss five principles which can make your message more receptive to your audience. **06**
- (b)** Assume yourself as a Senior Consultant of a renowned HRM consultancy firm specialized in educational field. You have been invited to Institute of Cost and Management Accountants of Pakistan to evaluate the presentation skills of the students of the institute. 150 students developed presentations on the given topics in a group of five students each. Ten minutes were allotted to each group for their presentations using multimedia technology.

Required:

Based on your evaluation, draft a report to the Chairman, Examination Committee of the Institute highlighting key points including strengths and weaknesses of the students, time management skills, IT skills, non verbal communication skills etc. Suggest some measures to improve the performance of the examinees as well. **05**
(Assume other necessary details)

- Q. 4 (a)** Mars International is a multinational company and it has a wide range of clients in different countries such as United States, Canada, Japan, China etc. Their communication style varies widely from culture to culture. What recommendation should be followed by the company when writing to business people from another culture to meet their expectations? **05**
- (b)** As the Senior Manager of Abco Corporation, write a letter of nomination to nominate one of your staff members, Amjad Khan, as the "Staff of the Year". Reasons for nomination may be excellent work performance, punctuality, behaviour, appearance etc. **(You may also assume other necessary details)** **05**
- Q. 5 (a)** Suppose you have been recently appointed as a General Manager in a renowned company. The Chief Executive Officer of the company has given you a professional team to work on special projects and you feel there is conflict arising among team members. Being a team leader enumerate the measures that can help team members successfully resolve the conflicts. **06**
- (b)** Your company had arranged the outdoor barbecue dinner last Saturday. Unfortunately, there was a heavy rain and you as the head of organizing committee had not arranged the shelters for this event. Eventually the company had to cancel the event. Write a memo letter to your employees telling the reason of the cancellation of the event. Also offer apology for not arranging the shelter in advance and inform them that all the delicious food items are kept in the canteen freezer which will be served on first come basis. **(Assume necessary details)** **05**
- Q. 6 (a)** Visual literacy is the ability to create and interpret visual messages. There are certain principles which help you to become more effective visual communicator. Explain those principles. **06**
- (b)** You have been working as Manager Finance and Administration in M/s. Alpha Cool Services. Your company has supplied and installed 20 split air conditioners to M/s. Ali Associates @ Rs.35,000 each unit. Installation charges for each unit were Rs.1500. As per payment agreement the buyer has to make all the payments within a period of 30 days. It has been over 40 days and you have not received any payment from their end.

Required:

- Being Manager Finance and Administration, draft a collection letter to M/s. Ali Associates, informing them that as per agreement the company is bound to make all the payments within 30 days, otherwise an extra 10% of the total amount will be charged in case of expiry of the contract period. **(Assume other necessary details)** **05**

THE END