



Society of Certified Management Accountants of Sri Lanka

**Intermediate Stage
March 2009 Examination**

Examination Date : 21st March 2009 **Number of Pages :** 04
Examination Time: 1.30 p.m.- 4.30 p.m. **Number of Questions:** 09

Instructions to Candidates

1. Time allowed is **three (3) hours**.
2. Answer **all** questions in **Part I & Part III** and **any four (4)** questions in **Part II**.
3. The answers should be given in the **English** Language.
4. Answers should be written **only** in the Answer Booklet.

Subject	Subject Code
Business Communication II	(BC II / 616)

Part I

Answer **all** questions

Question No.1 (10 Marks)

In Questions (1) to (10) select the most suitable answer, (a), (b) or (c).

- (1) Which of the following is not a visual communication?
 - (a) A memo
 - (b) A map
 - (c) A photograph
- (2) Which of the following media successfully transmit the message no "DANGER":
 - (a) Bicycle bell
 - (b) Zebra crossing
 - (c) Car horn
- (3) The best salutation in an official letter to your boss is:
 - (a) Dear Sir
 - (b) Dear Sarath
 - (c) Dear Friend
- (4) Another designation for a news reader is:
 - (a) A communicator
 - (b) A journalist
 - (c) An announcer
- (5) A grapevine means:
 - (a) An informal letter format
 - (b) Upward communication
 - (c) An informal organization chart
- (6) The best method to send an urgent parcel is:
 - (a) By fax

- (b) By courier service
 - (c) By e-mail
- (7) For whom is an OHP useful?
- (a) For teachers
 - (b) For research students
 - (c) For news paper reporters
- (8) A junior officer can not contribute to the administration of the firm if there is:
- (a) Upward communication
 - (b) Downward communication
 - (c) Horizontal communication
- (9) A shareholder of a company is most interested in:
- (a) The share market information
 - (b) The annual report
 - (c) The dividend
- (10) A Human Resources Manager is not responsible for the:
- (a) Recruitment of staff
 - (b) Preparation of the Balance Sheet
 - (c) Conducting of interviews

(10 Marks)

Question No.2 (15 Marks)

Read the following two paragraphs and answer (a), (b) and (c).

It is great deal easier to motivate employees in growing organization than in declining one. When organizations are expanding and adding personnel, promotional opportunities, pay rises and the excitement of being associated with a dynamic organization creates feelings of optimism. Management is able to use the growth to entice and encourage employees. When an organization is sinking, the best and most mobile workers are prone to leave voluntarily. Unfortunately they are the ones the organization can least afford to lose as-those are with the highest skills and experience. The minor employees remain because their job options are limited.

Morale also suffers during decline. People fear they may be the next to be made redundant. Productivity often suffers, as employers spend their time sharing rumours and providing one another with moral support rather than focusing on their jobs. For those whose jobs are secure, pay increases are rarely possible. Pay cuts, unheard of during times of growth, may even be imposed. The challenge to management is how to motivate employees under such conditions.

- (a) Are the following statements true or false? Mark 'T' or 'F' in the Answer Booklet.
- (i) Less skilled employees leave the company first when it is shrinking. []
 - (ii) When the company is shrinking management can easily motivates its employees. []
 - (iii) When a company is shrinking employees fear redundancy. []
 - (iv) Productivity increases when employees spend their time gossiping. []

(2 x 4 = 8 Marks)

(b) Answer the following questions.

- (i) What are the opportunities employees get when a company is expanding?
- (ii) Who are the types of employees, a company cannot afford to lose?
- (iii) When is a company forced to impose pay cuts?
- (iv) What are the activities the employees of a losing company engage in?

(2 x 4 = 8 Marks)

(c) Explain the meaning of following terms as they are used in the passage:

- (i) Motivate
- (ii) Dynamic
- (iii) Rumours
- (iv) Secure

(1 x 4 = 4 Marks)

(Total 20 Marks)

End of Part I

Part II

Answer **any four (4)** questions

Question No. 3 (10 Marks)

What are barriers to communication? Explain how the sender can be a barrier to communicate a message correctly.

(Total 10 Marks)

Question No. 4 (10 Marks)

What is meant by non-verbal communication? Explain one form of non-verbal communication giving examples.

(Total 10 Marks)

Question No. 5 (10 Marks)

Assume that you are the HR Manager of your establishment. You have received a complaint that stationary and other items in the office are getting lost regularly. Write a memo to the chief security officer requesting him to take necessary action on this matter.

(Total 10 Marks)

Question No. 6 (10 Marks)

When presenting statistical information what are the methods available to the presenter? Select one method and explain its advantages and disadvantages.

(Total 10 Marks)

Question No. 7 (10 Marks)

What do you understand by communication flow? Explain this using a suitable diagram. What are the advantages of upward communication flow?

(Total 10 Marks)

End of Part II

Part III

Answer **all** questions

Question No. 8 (15 Marks)

Assume that your office has been shifted to new premises. Some of your valuable equipment has been damaged in the process of transporting, due to the negligence of the crew. Write a letter to the transport company expressing your displeasure and requesting them to pay for the damage.

(Total 15 Marks)

Question No. 9 (15 Marks)

Write short notes on any three of the following:

- (a) IDD connection
- (b) Fully-blocked letter format
- (c) Credit cards
- (d) Bio-Data

(Total 15 Marks)

End of Part III

End of Question Paper
