

**Institute of Certified Management Accountants of Sri Lanka****Managerial Level
November 2016 Examination**

Examination Date : 12th November 2016 **Number of Pages :** 03
Examination Time: 1.30 p.m. - 4.30 p.m. **Number of Questions :** 06

Instructions to Candidates

1. Time allowed is **three (3) hours**.
2. Total: **100** Marks.
3. Answer **all** questions in **Section A** and any **two (2)** questions from **Section B**.
4. The answers should be in **English Language**.

<u>Subject</u>	<u>Subject Code</u>
Professional Communication	(PC / SK 4 - 305)

Section A

Answer **all** questions

Question No. 01 (20 Marks)

- (a) Write a detailed note the role of the sender in the process of communication with examples to illustrate your answer. **(10 Marks)**
 - (b) Discuss as to how one could overcome barriers in communication at a business organization. **(10 Marks)**
- (Total 20 Marks)**

Question No. 02 (20 Marks)

- (a) Identify **five (5)** media through which internal communication can take place and briefly explain the reasons for your choice of media for **five (5)** separate situations. **(10 Marks)**
 - (b) Identify **three (3)** forms of visual communication methods and discuss the importance of branding. **(10 Marks)**
- (Total 20 Marks)**

Question No. 03 (20 Marks)

- (a) You are making a cold call to a prospective customer to educate him/her about the product or service your company offers. You are trying to engage the customer in a conversation that he/she is not interested in. Write the telephone conversation that could take place between the customer and the sales assistant in view of this situation. Try to be persuasive and use positive language as much as possible. Be imaginative in selecting the brand name and the equipment that you want to sell. **(10 Marks)**
 - (b) Your company has no written rules regarding cell phone etiquette at work. Write a memo to your colleagues identifying and explaining the cell phone etiquette that your company should follow. **(10 Marks)**
- (Total 20 Marks)**
End of Section A

Section B

Answer any **two (2)** questions

Question No. 04 (20 Marks)

- (a) You are a freelance consultant who is an expert in teaching business skills. Write a short business report on the business communication training programme you have been asked to review. You have found Pronunciation Skills & Presentation skills as well as Interview Skills are some of the popular courses among the executive staff. You are writing the report for the CEO's review. Be imaginative in selecting the title of the company and the skills taught. The title of the report should begin as "Analysis of the Business Communication Programme at Company". **(10 Marks)**
- (b) Your company has recruited new management trainees. Write out the speech the HR manager would deliver that would highlight three important business ethics that need to be cultivated by newly recruited management trainees. **(10 Marks)**

(Total 20 Marks)

Question No. 05 (20 Marks)

- (a) Send in your application for the flowing job. Your application means:
- (i) Write a cover letter and **(10 Marks)**
- (ii) Draft your CV. **(10 Marks)**

Mobibel wants Management Trainees

Job profile

Assisting with strategic planning of Data and Voice Business Unit
Managing existing portfolio with strong relationships
Handling business development and pricing of data voice products
Assisting with capacity planning and forecasting growth with timely updates
Coordination with group: technical, marketing, billing an other teams
Reporting to higher management

Candidate Profile

Higher Diploma/Degree in Business/Law/Finance/English or equivalent from a recognized institution
Full or part professional qualification in CMA/CIMA/CA/ACCA/ACS/BCS or equivalent
Sound knowledge of office procedures
High level of computer literacy- knowledge of SQL and databases will be an advantage
Dynamic individual with advanced negotiation skills
Excellent analytical, presentation, communication and team working skills
Be below the age of 30
An attractive remuneration package, including performance bonus awaits successful candidates. Please send your CV with the names of two non-related referees to the address given below within 7 days of this advertisement.
Head, HR, Mobibel Lanka (Pvt) Ltd. Galle Road, Colombo 3.

(Total 20 Marks)

Question No. 06 (20 Marks)

- (a) 'In business presentations, non –verbal communication is more important than verbal communication'. Do you agree? **(10 Marks)**
- (b) Identify some etiquette that are essential in an office environment and discuss their importance. **(10 Marks)**

(Total 20 Marks)

End of Section B

End of Question Paper
