

**Institute of Certified Management Accountants of Sri Lanka****Managerial Level
October 2017 Examination**

Examination Date : 28th October 2017 **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 AAnswer **all** questions**Question No. 01 (20 Marks)**

- (a) What are 'structural barriers' in business communication? Explain. **(10 Marks)**
- (b) Analyze the following passage and identify and explain at least four communication barriers that take place in this situation. **(10 Marks)**

Mr. Aruna Sinhaogsha, the newly appointed Head of the Department of a reputed government university, is a dynamic person who has received a PhD from England. He, being a tech savvy person, decides to announce his first staff meeting via cell phone Short Message System (SMS). So, one hour before the scheduled time, he sends text messages asking 20 staff members to be present at the staff meeting. As most staff members do not use cell phones during teaching hours walk in late for the meeting, because they get to know about the meeting only when the office aide informs them of the meeting. In the meantime, Mr. Sinhaogsha is irritated because he cannot start the meeting on time. As staff members walk in, he begins to ask reasons for their delay and to everyone's dismay, he admonishes them saying that there isn't anything in his department more important than his meeting. Once all staff members are present he starts speaking in Sinhala, because he has a pro-nationalist mindset, and the staff members whose first language is not Sinhala struggle to keep up with the conversation. Mr. Sinhaogsha, very eager to prove his self-worth, disregarding the agenda, starts talking about his former work place, where he worked as in the advisory capacity to a well-known Member of the Parliament. Then he starts talking about his university days in England. After a while the staff members start checking Facebook and emails on their phones and the others keep looking at their watches. The telephone in his room starts ringing and Mr. Sinhaogsha often picks up the phone to say that he is in the middle of a meeting and he will return their calls.

(Total 20 Marks)

Question No. 02 (20 Marks)

The following advertisement appeared in the Sunday Observer on the 30th of July, 2017 and you wish to apply for this post. Prepare the cover letter that you will send with your CV detailing the reasons for your interest in the position and why you are the most suitable person for this job.

| Assistant Accountant Arugam Bay Hotel- Arugam Bay | |
|---|---|
| Job Details | City: Arugam Bay Contract Type: Full time Job Category: Accounting / Finance |
| Job Description | We are in search of suitably qualified, dedicated individual for immediate employment |
| Position Requirements | <ul style="list-style-type: none">• Sound educational background with professional qualifications in AAT / CMA / ICASL• Possess a minimum of 2 years' experience in a star class hotel in a similar capacity• Ability to meet strict deadlines and handle multiple tasks effectively with minimum supervision• Sound background of computer literacy and able to work on software based accounting system• Be fluent in English with good communication & interpersonal skills. |

(Total 20 Marks)

Question No. 03 (20 Marks)

- (a) You have received a telephone call from a reputed telecommunication company in Sri Lanka, *Lanka Tele*, stating that you have been selected for an upgrading of your telephone line to a fibre line because you have been a long standing customer. Once the company fixes the line, they tell you that your previous telephone number no longer works and you have to pay extra for the new connection. Also, they inform that they are not employees of *Lanka Tele* but another private organization that has been hired by *Lanka Tele*. You also find one after they have fixed the new line, it stops working. Write the telephone conversation that you may have with customer care of *Lanka Tele*. **(10 Marks)**
- (b) Your company has no written responsibilities and duties for office assistants (peons). Write a memo to all staff members identifying and explaining the responsibilities and duties of both male and female office assistants in your company. **(10 Marks)**

(Total 20 Marks)
End of Section A

Section B

Answer any **two (2)** questions

Question No. 04 (20 Marks)

- (a) Describe the contributions of modern technology to the field of business communication. **(10 Marks)**
- (b) You, as the HR Manager of a reputed private company, have received a complaint from a young male executive post employee about two mature female employee clerks who constantly crack jokes. Most of these jokes are directed towards male employees regardless of their rank in company. The jokes are sexist and they openly comment on the attire of men. Also, they address their superiors by their first name, which is not the practice in the company. The two female clerks take the initiative from their female Head of the Department who seems to have a similar attitude towards young men, but is mostly guarded in the presence of crowds, hence no one has complained about her. These two clerks speak loudly and bully young male employees in the presence of others which make them feel uncomfortable. Moreover, this has set a bad example in the office where a newly recruited female clerk too has joined them in bullying young men. Write an email to the two clerks addressing this issue and asking them to meet you for a further discussion of the issue. Be sensitive in selecting the title/subject of the email. Try to address the issue without sounding too patronizing and politically incorrect. **(10 Marks)**
- (Total 20 Marks)**

Question No. 05 (20 Marks)

- (a) The CMA student association organizes an annual talent show.
- (i) As the secretary of the organization prepare the agenda for the monthly meeting to discuss the annual talent show.
- (ii) Design the invitation card to lecturers and guests for the event. **(10 Marks)**
- (b) As the secretary of the CMA student association prepare the Vote of Thanks that needs to be delivered at the end of the talent show. The speech should be under three minutes and thank all who contributed to make the talent show a success. **(10 Marks)**
- (Total 20 Marks)**

Question No. 06 (20 Marks)

- (a) Imagine that you are conducting a workshop for students sitting the CMA Business Skills paper and write the guidelines that you would give on 'kinds of reports' and 'structure of a report'. **(10 Marks)**
- (b) List the advantages and disadvantages of face to face communication. **(10 Marks)**
- (Total 20 Marks)**

End of Section B
End of Question Paper