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Serial No.....

Institute of Certified Management Accountants of Sri Lanka

Managerial Level May 2015 Examination

Examination Date : 16th May 2015 **Number of Pages :** 02
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) What are barriers to communication? Explain **three (3)** barriers that obstructs delivery of the message to the receiver. **(10 Marks)**
 - (b) What are contributions made by the World Wide Web (WWW) to revolutionize the Communication System? **(10 Marks)**
- (Total 20 Marks)**

Question No. 02 (20 Marks)

- (a) List the forms of written communication. Is it possible to link visual communication with written communication? Discuss giving examples. **(10 Marks)**
 - (b) What are the main differences between land phones and mobile cell phones? Compare relative advantages of these two. **(10 Marks)**
- (Total 20 Marks)**

Question No. 03 (20 Marks)

- (a) Assume that you are the sales executive of Milko Chocolates Ltd. One of your junior officers have informed you that one container of Smart Chocolates he distributed among his shop network was contaminated. He has received complaints from his dealers. He has reported to you asking for a suitable solution. Write a letter to him on your official letter head instructing him to collect all contaminated items and to pay the customers who had complained to him. **(10 Marks)**
- (b) Prepare a letter of complaint to be sent to you General Manager, with copies to production Manager and Stores Manager about the issue regarding the contaminated chocolates. Explain the action you have already taken and request covering approval. **(10 Marks)**

(Total 20 Marks)

End of Section A

Section B

Answer any **two (2)** questions

Question No. 04 (20 Marks)

- (a) The Director of the Milco Chocolate Training Centre has invited you to discuss the calamity that arose as a result of the contaminated chocolate containers, especially its response on the market and the way your competitors reacted (it should be a question and answer dialog between you and the trainees). **(10 Marks)**
- (b) Your company has started a medical scheme to provide assistance to all employees. You have been down with a severe flu' and was admitted to private hospital where you were warded for 6 days. Write a memo to HR manager informing the details and making a claim. State you are attaching an MC. **(10 Marks)**

(Total 20 Marks)

Question No. 05 (20 Marks)

- (a) Discuss the relative advantages of Radio and TV as media of communication. **(10 Marks)**
- (b) List methods of Internal Communication. How do they influence the Communication Flow? **(10 Marks)**

(Total 20 Marks)

Question No. 06 (20 Marks)

- (a) What is meant by negotiations? Explain the role of a successful negotiator. **(10 Marks)**
- (b) Explain how etiquette plays an important role in maintain the organization standards. **(10 Marks)**

(Total 20 Marks)

End of Section B

End of Question Paper
