

**Institute of Certified Management Accountants of Sri Lanka****Managerial Level****May 2012 Examination****Examination Date :** 12<sup>th</sup> May 2012**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 the **English Language**.

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

**Section A**Answer **all** questions**Question No. 01 (20 Marks)**

- (a) In face-to-face communication, what are the barriers that obstruct the receiver's understanding of the sender's message? Explain the steps the sender could use to minimize these barriers. **(15 Marks)**
  - (b) What are the latest developments in communication methods that help an interview board to recruit genuine applicants for responsible positions? **(05 Marks)**
- (Total 20 Marks)**

**Question No. 02 (20 Marks)**

- (a) The CEO of your establishment has sent an internal memo requesting suitable officers willing to serve in managerial capacity in a new branch office that will be opened soon. Prepare a letter of request justifying your claims to this offer. **(15 Marks)**
  - (b) Assuming that you have been selected and appointed as the manager of the new branch, write a letter to a friend in the area inquiring about residential facilities. **(05 Marks)**
- (Total 20 Marks)**

**Question No. 03 (20 Marks)**

- (a) A finger print machine to record your attendance has been installed in your office. Since then it has been revealed that many members of the staff who were earlier reporting for duty punctually are now regularly getting late. You are one of the officers who had become a regular late comer. Prepare a letter of excuse addressed to the HR manager requesting him not to add up late hours and deduct it from your leave informing him that you will work extra hours in the evening. **(10 Marks)**
- (b) Assume that you are the secretary of your welfare society. It has been decided to stage a popular drama to raise funds for the loan scheme of the society. Prepare a letter to your customers requesting them to provide advertisements for the souvenir you wish to publish for the occasion. State the time and date, and that a dummy informing cost is attached. **(10 Marks)**

**(Total 20 Marks)**

End of Section A

## Section B

Answer any **two (2)** questions

### **Question No. 04 (20 Marks)**

- (a) Your president who was to deliver the welcome address before staging the drama has been indisposed and could not come in time. Write down the impromptu speech you had to deliver on behalf of him. Explain the objectives of the society, and why it is necessary to raise funds. Welcome the chief guest (name) and other invitees on behalf of the society. **(10 Marks)**
- (b) The chief guest, Secretary Ministry of Finance wanted you to prepare the draft message for the souvenir. The draft should include,
- (i) the society is celebrating its 7<sup>th</sup> Anniversary,
  - (ii) it has a membership of (number),
  - (iii) a capital of (Rs.       ),
  - (iv) has provided loans (state a number) at very low interest to its members,
  - (v) its plan to expand it to include staff in the branches.

State the importance of this type of society.

**(10 Marks)**  
**(Total 20 Marks)**

### **Question No. 05 (20 Marks)**

- (a) As the treasurer of the society you had to submit an income and expenditure report of the benefit show. Write a report to include the following:
- (i) The date and venue.
  - (ii) The number of shows (school show and the main show) held.
  - (iii) Total collection from the sale of tickets (Rs.100/-, 250/-, 500/-).
  - (iv) Payment to the producer.
  - (v) Cost of advertising and printing of tickets.
  - (vi) Charges for the hall.
  - (vii) Other expenses.
  - (viii) Income over expenditure (banked).

**(10 Marks)**

- (b) 'An efficient negotiator is a great asset to a market based institution'. Do you agree? **(10 Marks)**

**(Total 20 Marks)**

### **Question No. 06 (20 Marks)**

- (a) The latest development in technology has contributed to the efficiency and effectiveness of the modern office. Do you agree? Give reasons and examples. **(10 Marks)**
- (b) Match the forms of Oral Communication methods in column 'A' with the responses (statements) in column 'B'.

A	B
(i) Staff meeting	a. Show me your driving license
(ii) Interview	b. Pardon me
(iii) A lecture	c. Minutes of the last meeting
(iv) Radio advertisement	d. Definition of management accountancy is
(v) Apology	e. This slide will show you clearly
(vi) Greeting	f. Tickets please
(vii) Presentation	g. Write a separate paragraph for each topic
(viii) Command	h. What are your professional qualifications?
(ix) Request	i. Use Panadol for headaches
(x) Instruction	j. Cheerio

**(10 × 1 Mark = 10 Marks)**

**(Total 20 Marks)**

End of Section B

End of Question Paper