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Serial No.....

Institute of Certified Management Accountants of Sri Lanka

Managerial Level November 2012 Examination

Examination Date : 10th November 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 **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) Your firm has recruited seven management trainees who have passed accounts, commerce and economics at A/L. As the HR manager you have been requested to provide them an awareness regarding the importance of communication skills in a business organization. Prepare a relevant **slide and** explain the 'Elements of Communication Process'. **(10 Marks)**
 - (b) Describe how oral, written, visual and non-verbal communication can assist people to exchange ideas. Show sufficient examples to justify your views. **(10 Marks)**
- (Total 20 Marks)**

Question No. 02 (20 Marks)

- (a) Imagine that you are the manager of a super market. A common complaint you often receive from your customers is over charging of bills by the cashiers. Prepare a common letter to send to such customers with blank space to fill relevant information like date, customer's name, and your findings and suggestions. **(10 Marks)**
 - (b) A cheque for Rs.5,000/- belonging to one of your regular customers has been dishonoured. Your attempt to contact him has failed. Write a letter to him explaining the situation and request him to oblige soon. Ensure that your letter will not damage the good will between you and the customer. **(10 Marks)**
- (Total 20 Marks)**

Question No. 03 (20 Marks)

- (a) The secretary of the welfare society has made a written request to approve 2 days leave for 30 members of the society who wish to attend the wedding of a colleague in Jaffna. Inform the society secretary over the phone that you can approve leave only for 5 members giving reasons for your inability. **(12 Marks)**
- (b) Assume that you have been entrusted to prepare the budget for the ceremonial opening of the new branch at the end of next month. Prepare a budget for the approval of the board of directors for a full day programme including lunch and tea. **(08 Marks)**

(Total 20 Marks)

End of Section A

Section B

Answer any **two (2)** questions

Question No. 04 (20 Marks)

- (a) A group of Health Ministry officials have made an emergency visit to inspect the sanitary conditions with regard to Dengue eradication. They requested you to explain the actions you have taken regarding this matter. Deliver a short speech describing the situation especially, the land extent, drainage system, garbage disposal system and disinfectants used. **(10 Marks)**
- (b) Your Board of Directors has decided to take over another company engaged in the same trade by a payment of three quarters of its total value. There are a number of issues that have to be negotiated before the final takeover. Your directors have entrusted you to negotiate with the owners of the company come to a settlement. Explain how you conduct this negotiation assuming the issues you are facing. **(10 Marks)**

(Total 20 Marks)

Question No. 05 (20 Marks)

- (a) 'Telecommuting' means working from home using your home computer or laptop. What are the advantages of this system to both the employer and the employee? **(10 Marks)**
- (b) Describe the four types of communication flow and examine which of them is better for a successful business organization giving reasons and examples. **(10 Marks)**

(Total 20 Marks)

Question No. 06 (20 Marks)

- (a) Compare and contrast the advantages and disadvantages of speaking and sending of SMS (small message service) using mobile phones. **(10 Marks)**
- (b) When do you prepare an informal report? What are the disadvantages of an informal report? Discuss using an example. **(10 Marks)**

(Total 20 Marks)

End of Section B

End of Question Paper