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SCHOOL OF ACCOUNTING AND BUSINESS
BSc. (APPLIED ACCOUNTING) GENERAL / SPECIAL DEGREE
PROGRAMME

YEAR I SEMESTER I (Group A)
END SEMESTER EXAMINATION – JULY 2015

BCM 10125 Business Communication I

Date : 24th July 2015
Time : 09.00 a.m. – 11.30 a.m.
Duration : Two and a half (02 ½) hours

Instructions to Candidates:

- Write the Index Number in the space provided at the top of this sheet. Do not write your name anywhere in this question paper.
- Answer **ALL** questions in this paper itself.
- The total marks for the paper is 100.
- The marks for each question are shown in brackets.
- Answers should be written neatly and legibly.

DESCRIBING PROFESSIONS

Question No. 01

Match each job with its description.

- | | |
|------------------------|--|
| 1. Accountant | a. supplies information about a company to the public |
| 2. CEO | b. keeps and checks the financial records of a company |
| 3. Computer Programmer | c. studies business operations and uses a computer to plan changes |
| 4. System Analyst | d. writes instructions for computers to do certain tasks |
| 5. PR officer | e. helps a manager by doing some of their work for them. |
| 6. PA | f. is the most senior manager in a company |
| 7. Auditor | g. responsible for handling company's fundamental aspects of record keeping. |
| 8. Book Keeper | h. collecting and analysing data to detect errors, frauds |

(8 Marks)

Question No. 02

Give simple descriptions for each personal quality

Ex: bilingual speak two languages fluently

- | | | |
|----------------|---|-------|
| 1. outgoing | : | |
| 2. independent | : | |
| 3. creative | : | |
| 4. energetic | : | |

(4 Marks)

INTERVIEWS

Question No. 03

Complete the interviewer's questions with the words from the box.

contact let moving send sharing start working comfortable

1. Would you mind during public holidays?
2. Could you us have your previous employer's details..?
3. Would you mind our appointment to next Wednesday?
4. Could you..... in two weeks' time?
5. Could youus as soon as possible?
6. Would you mind office space in a crowded environment?
7. Could you.....us copies of your certificates?
8. Are you working in a large team?

(8 Marks)

TELEPHONE CONVERSATIONS

Question No. 04

Insert the most suitable answer for each gap.

- A: Hello, (1)..... I (2)..... (3)..... Marcus please?
- B: (4)..... (5)..... he has gone out. Can (6)..... (7)..... you?
- A: Yes (8)..... , I am Andrew Nye (9)..... Abode company.
(10)..... you (11).....him that we will be able to do the demonstration on
Saturday. He could (12)..... me (13)..... he needs to make any changes
for the time. I am (14)..... on 0777712258.

B: (15)..... Mr. Nye, I will pass the message to him as soon as he arrives. Could you (16).....the number again please..?

A: Sure, it is 0777712258. And Could I (17)..... your name and your office (18).....?

B: Of course, I am Susan, and it is number 445 Richmond Street.

A: (19)..... Susan for your help. Bye.

B: No problem, you are (20)....., Goodbye.

(20 Marks)

Question No. 05

Complete the following questions.

1. How often.....?

I go to work four times a week.

2. How often.....?

The manager deposit the collection daily.

3. How often.....?

I check the mail twice a day.

4. How often.....?

The auditors arrive twice a year to check our financial matters.

5. How often.....?

Our company publishes the report annually.

(5 Marks)

BUSINESS VOCABULARY

Question No. 06

Underline the most suitable answer.

1. propr..... (eitor/etor/ietor)
2. remunera..... (tonal/ tion/ ton)
3. period..... (ically/apally/icily)
4. there.....(tion/on/en)
5. compulso..... (tiol/ry/renal)
6.grammatically (dia/on/ona)
7. del..... (egate/inate/ate)

(7 Marks)

READING COMPREHENSION

Question No. 07

Chose the best word to fill in each gap from A, B, C or D and underline them.

Eg: Question 0: A. calculate B. depend C determine D lean

Presentations

Most presentations today..... (0) on the use of some sort of technology, such as a laptop computer linked to a projector. While this technology can help to (1)presentations better, it also has a (2)..... of getting in the way. As a general (3)....., it is better to (4)on the content of a presentation in a way of (5) your audience's attention, rather than relying on modern equipment.

Remember that when an organization invites (6).....for a contract, they may (7).....four or five presentations from different companies on the same day. Each of these companies will probably be using the same computer graphics (8).....and the same sort of equipment. This will make the presentations similar too.

That is why the content and (9).....of what you say are important. Think about what you want to say and how to say it as clearly as possible. As a first step, you need to (10).....the main points you want to get across. Audiences can easily get bored and (11).....to remember the most exciting ideas.

Next, create your materials, choosing the images for your presentation carefully. Remember that you do not want to stop your audience from listening to you, nor do you want to (12).....them.

Finally, make all the necessary (13).....for the equipment you need. If technology is to be an important (14).....of your presentation, make sure you know how to use it (15).....and test it out before the presentation.

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|-----------------|--------------|---------------|--------------|
| 1. A. produce | B. make | C. construct | D. build |
| 2. A. behaviour | B. habit | C. practice | D. routine |
| 3. A. method | B. law | C. rule | D. course |
| 4. A. focus | B. define | C. target | D. direct |
| 5. A. gaining | B. acquiring | C. collecting | D. taking |
| 6. A. requests | B. calls | C. bids | D. commands |
| 7. A. appoint | B. programme | C. schedule | D. catalogue |
| 8. A. parcels | B. packets | C. bundles | D. packages |
| 9. A. formation | B. design | C. structure | D. system |

- | | | | |
|--------------------|---------------|-----------------|------------------|
| 10 A. catalogue | B. label | C. mark | D. identify |
| 11 A. point | B. tend | C. lead | D. move |
| 12 A. disorder | B. mistake | C. confuse | D. complicate |
| 13 A. appointments | B. procedures | C. arrangements | D. organizations |
| 14 A. share | B. role | C. function | D. element |
| 15 A. precisely | B. suitably | C. property | D. accurately |

(15 Marks)

UNDERSTANDING BUSINESSES

Question No. 08

Look at the statements below about mobile phone retailers. Match the sections (A, B, C and D) to each statement (1-8) below.

Write the answer in front of the statements.

1. The extent to which mobile phones have changed in size ()
2. The need for retail staff to stay informed about the mobile phones they are selling ()
3. The belief that the market will not sustain the present number of mobile phone retailers ()
4. The use of mobile phones no longer being restricted to a specific group of people ()
5. The relationship between charges and the number of mobile phone users ()
6. A negative view of rival mobile phone retailers ()
7. A comparison between change in the mobile phone industry and that in a different sector ()
8. A reference to those services available at mobile phone outlets that are not provided by other retailers ()

A

Market awareness of the mobile telephone has exploded and the retailer who specializes in mobile phones is seeing growth like never before. Admittedly, some customers buy their first mobile phone in the supermarket, but for advice add-ons and particular services they turn to the specialist. There are a large number of mobile phone retailers and I can't help but feel that the market only has room for only four players. Undoubtedly, customer service is the factor that differentiates operators and I think this year we will probably see rationalization in the sector.

B

When I first started in the industry, mobile phones were retailing at a thousand pounds and were as large as box files. Now, prices are constantly being driven down and handsets are considerably more compact. There is intense competition between the network providers, and every time they lower their tariffs, more people come into the market. This will continue and while retail dealers' profits will be affected dramatically, network providers will have to generate more revenue by offering Internet provision and data services to the mobile user.

C

Over a few years, prices have dropped sharply and technological advances have meant products have changed- and are changing. Successful retailers must try to keep on top of these developments and invest in the training of employees so they are able to offer impartial advice to customers. E-commerce is taking off but this won't necessarily replace traditional retail outlets. In order to stand out, you need innovative ideas on customer service. We don't believe in criticizing other retailers, but there's nothing particularly exciting out there at present.

D

The mobile phone business is behaving like the internet industry in take up and the pace of innovation, and it is important not to be left behind. We must continue to innovate in delivering the products to the customers. In terms of service provision, you can draw comparisons between us and our closest rival, but clearly all the mobile phone retailers have succeeded in taking the industry forward. Growth has accelerated rapidly and the mobile telephone has changed from simply being a business tool, to being a means of communication for everyone.

(8 Marks)

BUSINESS LETTERS

Question No. 09

You have just returned from a two week business trip with a few colleagues. You were quite disappointed with the five star hotel that accommodated you and provided facilities for your business conference. You have many complaints about their food, the food poisoning incident which affected a few of your colleagues, their rooms and hall facilities as well as regarding the behaviour of their staff. Write a (one page) letter on behalf of your company and yourself to the hotel about this incident. You may ask for a certain way or amount of compensation if you wish.

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This image shows a full page of white paper with horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

(25 Marks)