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Subject Name : **BCBS**

RAET : **TSA, Karachi**

Courtesy : **Mr. Ali Raza Kazmi**

MOCK PAPER

BUSINESS COMMUNICATION & BEHAVIORAL STUDIES

Spring 2014
BCBS Workshop

22 February 2014
100 Marks - 3 Hours
Additional reading time - 15 Minutes

Instructions to candidates:

- (i) All the Questions from Section - A are compulsory.
- (ii) Attempt any Four out of Six Questions from Section - B.

Section - A

- Q1. The Path-Goal Theory of Leadership by Richard House focuses on the extent to which leadership behavior is seen as a motivating influence. Explain the Path Goal theory highlighting the types of leadership behavior demonstrated and how leaders can enhance the motivation of the employees (their expectations and valence). [10]
- Q2. (a). Although a certain amount of organizational conflict may be seen as inevitable, there are number of ways in which management can attempt to avoid harmful effects of conflicts. Identify and describe any six strategies that management can focus on. [06]
- (b). While planning negotiators determine the best alternative to negotiated agreement (BATNA). Explain how this is used effectively to gain their objective as per the bargaining style/strategy chosen. [04]
- Q3. Job Enrichment concentrates specifically on improving meaningfulness of work. Explain this strategy keeping in view the Job Characteristics Model. [06]
- Q4. Listening is a complex process and to make it effective awareness of it is essential. Describe how effective listeners differ from the ineffective listeners in this listening process. [06]
- Q5. You are interested to apply for a job in the media as a talk show host but your qualification and experience are of a totally different field. Identify and explain which resume you will choose to write and with what advantage. Also list out the attributes of an effective resume? [06]
- Q6. Receiver receptivity is important and the sender must keep in mind that messages must be devised as per receiver's need, and receptivity. While writing a persuasive message like a fund raiser or a sales letter, how can a sender enhance the congeniality and receptivity of his message. State and explain briefly 3 factors that he must consider to ensure maximum receiver receptiveness. [06]

Q7. The national culture has a lasting impact on the organizational culture. Explain the Hofstede model implying the impact. [06]

Q8. Anne Tremmel has been a valued employee in the Human Resource Department at Horizon Pharmaceuticals, for four years. During these years, Anne has taken on many of the day to day operational responsibilities, including the staffing of a new research facility in New York. Anne has also earned the SPHR certificate [Senior Professional in Human Resource]. Although she has enjoyed working at Horizontal Pharmaceutical, her job has taken her away from her family many a times as it involved hiring personnel from all over US. As a single parent, working on a tour for 4 weeks at a time, has proved very difficult for her to cope with and recently she submitted her resignation stating that she would prefer to work on a job where she did not need to travel a lot. Michael Gabriel, the vice president of HR has not been happy with her decision and found it to be impulsive.

Recently Anne has applied at a new Research facility as a HR Senior Manager, and has been asked to furnish them with a recommendation from her previous employer. Anne knows that Horizontal Pharmaceutical has a policy of granting recommendations only to employees who complete the tenure of at least 5 to 6 years. Therefore she knows that her request to her former employer must be logical and persuasive enough to convince him that she deserves a good word from him: even though she has not completed the desired amount of time, her record has been impeccable both in her work and as a team leader. Thus she feels her request deserves to be considered. Write a letter on behalf of Anne to her former boss, Mr. Michael Gabriel, persuading him to write a recommendation to be sent confidentially and directly to her prospective employer. Add any other details you think necessary. [10]

Section - B

Q1(a). Assume that you have been assigned to give a presentation in front of a large audience. In designing your presentation, highlight the importance of using visual aids and state 4 points as to how maximum benefit can be drawn out of it. Also describe how would you hold your audience attention during the presentation. What effective steps will you take for that? [06]

(b). Revise the following by applying 7C's: [04]

1. If you had listen to our agent more carefully, you would know that your policy does not cover accidents outside the United States.
2. We take pride in announcing a new schedule of low cost flights to Hawaii.
3. An employer from that company notified us of the change in date.
4. Enclosed herewith please find the proposal which have the honor to submit to your esteemed organization in regard to the acquisition and purchase of laptop computers.

Q2(a). You are the Manager in the sales department of a manufacturing company. After every 6 months the employees performance is evaluated and they are intimated both in an evaluation interview as well as in writing of their current performance. Your employee Harold Smart, who was hired for his good credentials as a sales representative has been performing rather sloppily at work. He comes late to work and is irregular. Moreover, complaints have been received from customers that he is abrasive and lacks tact while handling customer-related problems. Moreover his aggressive and difficult personality has generated resentment amongst his colleagues. His computer skills are also not satisfactory and require improvement. Explain how will you give constructive feedback in a face to face appraisal situation.

[06]

(b). Why has video conferencing gained such immense popularity as a communication channel? Identify its benefits.

[04]

Q3(a). Briefly explain the types of proposal and explain the strategies required to strengthen the proposal and build credibility.

[06]

(b). What is an RFP? What are the four important items of information that are contained in a RFP?

[04]

Q4(a). Describe any 3 characteristics of a learning organization and explain how the managers can make their firms a learning organization.

[06]

(b). What is non-work stress. Identify and explain three non-work stressor.

[04]

Q5(a). Charismatic and Transformational leaders both have profound impact on their followers. Both Contemporary leaders are in some ways alike and in some ways totally distinct to each. Identify and explain the three ways in which they are similar and different.

[06]

(b). What are the effects of a deficient organizational structure. List and briefly describe.

[04]

Q6(a). Interviews bring into play certain important communication skills. Explain keeping in view the role and types of interview. Also identify the common reasons for the interviews to remain ineffective.

[06]

(b). Explain any 2 of the following:

[04]

- a) Media Richness
- b) Total Quality Management
- c) Letter of Transmittal

(THE END)