



Global Chartered Accountants - GCA
Chartered Accountants Educational Consultants

BCBS MOCK EXAM

BY

PAC, Lahore



Business Communication & Behavioural Studies

Mock Exam Spring 2013

February 19, 2013

Module : C

(Additional reading time - 15 minutes)

100 marks - 3 hours

Instructions to candidates:

- (i) All the Questions from Section A are compulsory
- (ii) Attempt any **FOUR** out of the **SIX** Questions from Section B

Section A

- Q.1(a) What do you understand by secondary motives? Are secondary motives learned or unlearned? Describe three secondary motives which in your view are important to understand in the organizational context. (04 marks)
- (b) Managers at Safeway, the British food retailer, feared a mass exodus of staff when William Morrison, a north of England supermarket group, set off a battle to acquire its rival. During the bidding phase, Safeway HR teams faced the challenge of maintaining morale among a large workforce worried about the fate of their company. Trainings, information sessions, incentive schemes were introduced at Safeway. New ways of communicating with the staff were introduced in order to prevent unsettling rumors. The result was usual 8 % annual staff turnover and continuous improvement in customer service. Staff have been with the company for more than nine years on average, and managers for more than 15. These efforts illustrate what can be achieved by respecting the ties that bind employees to their organization. Staff loyalty to a retailer that does not pay the best wages in the industry has surprised many HR experts.
- What is a psychological contract? What are different types of psychological contracts? In your view what type of psychological contract exists between Safeway and its employees? (06 marks)
- Q.2 (a) "Self-managed teams have helped organizations achieve better performance and improve quality of products and services" How do teams differ from groups? (04 marks)
- (b) Matrix structure is a popular organizational design option increasingly being used in advertising agencies, aerospace firms, research and development laboratories, construction companies, hospitals, government agencies, universities, management consulting firms, and entertainment companies. What is the most obvious structural characteristic of the matrix structure? Identify and explain three strengths of the matrix structure. (06 marks)
- Q.3 (a) Too often those who can't communicate effectively in either written and oral communication remain buried in lower dead end jobs. Discuss? (05 marks)
- (b) Good listeners look for ways to overcome potential barriers throughout the listening process. Briefly describe five ways to overcome barriers to effective listening. (05 marks)
- Q.4 (a) Conflict is an inevitable part of working in teams, but effective teams know how to keep destructive conflict from distracting the team from its objectives. Identify and briefly explain five measures that can help team members successfully resolve conflict. (06 marks)
- (b) Business media vary widely in terms of richness, which encompasses the number of informational cues available, their ability to incorporate feedback, and the degree to which they can be personalized. Brief write four disadvantages of using electronic media in the business age of today. (04 marks)
- Q.5 (a) Re-write the following messages by removing any negative connotation in them: (05 marks)
1. It is impossible to repair your laptop today.
 2. We apologize for inconveniencing you during our remodeling
 3. Once again, you've managed to bring down the entire website through your incompetent programming
 4. The problem with this department is a failure to control costs.

5. You failed to provide all the necessary information on the previous screen.

(b) Briefly write five ways of using Instant Messaging (IM) for Business Communication productively. *(05 marks)*

Q.6 SKGT is an online sports goods selling company and ships hundreds of products ordered by customers online on a daily basis. Two days ago Mr. Kashif Ali wrote an e-mail to your company complaining that the pair of skates "Fastrax" (model NL 562) which he purchased eight months ago have developed fault and its wheels are not working properly. He has returned you the product and requested for replacement.

As Manager CRM for SKGT your job is to write a letter to Mr. Kashif Ahmed and provide him replacement despite expiry of 6 months warranty. You may explain the problem without blaming the customer and by suggesting ways to avoid the future problems. The customer's postal address is 23 - Adanjee Street, Karachi East. *(10 marks)*

Section B

Q.7 (a) How does IPC help individuals realize opportunities for personal growth and achieve professional excellence? *(06 marks)*

(b) Companies cannot be good at everything. Hence their cultures must support their chosen strategic excellence positions. A dynamic company is the one that 'considerably increases the benefits for its stakeholders within a relatively short time'. State four cultural characteristics of dynamic companies. *(04 marks)*

Q.8 (a) Which medium is best whenever you want to accomplish the task of delivery your oral and written messages? *(04 marks)*

(b) Differentiate between ethical charismatic leader and unethical charismatic leader. *(06 marks)*

Q.9 (a) Discuss how to choose the appropriate resume organization and list the advantages and disadvantages of the three common options. *(08 marks)*

(b) What is an RFP? *(02 marks)*

Q.10 Your organization KM Inc. is a leading global manufacturer and marketer of quality furniture systems, products, and services. At KM Inc, a working environment that is conducive to the creative process is cultivated, the corporate culture develops and rewards those who acquire new skills and take charge of their careers. In view of the organization's good reputation among potential employees, a large number of casual applications and walk-ins are order of the day.

Mr. Zameer Ahmed a fresh graduate with major in economics has applied to your organization for a suitable job. Currently there are no openings matching the applicants qualifications, you as Manager HR are supposed to write the applicant a politely worded letter informing him about the situation. The applicant's address is 343 Jasmine Block, DHA Karachi. *(10 marks)*

Q.11 Write short notes on the following: *(10 marks)*

1. Virtual organization
2. Shamrock structure
3. Telecommuting
4. Horns effect

Q.12 (a) What are the three characteristics and three components of attitude? *(06 marks)*

(b) Identify the five steps of the negotiation process. Explanation not required. *(04 marks)*

(The End)

