

TABANI'S SCHOOL OF ACCOUNTANCY

Send-up Examination 22st MFC

Module C

BUSINESS COMMUNICATION AND BEHAVIOURAL STUDIES

Time Allowed: 03 Hours Maximum Marks:100

Monday: 6 August, 2012



SECTION – I (BUSINESS COMMUNICATION) (MARKS=60)

MS.SAIMA SHAHZAD

- Q.1.** Identify the axiom that focuses on how conflicts take place. Explain the axiom and the implication with the help of an example. (05)
- Q.2.** Feedback is a crucial tool in managing employees with in an organization. Explain how feedback proves beneficial both to employees and management. What is the most preferred mode of giving feedback and why is it so? (08)
- Q.3.** Explain how critical listening and critical reading takes place. Relate any two situations in organization where these skills are used critically and why? (06)
- Q.4.** What role does consideration play in bad news message. Why is it important. Prove through examples. (05)
- Q.5.** “Always send your resume and your application letters together because each has a unique job to perform” explain the function of each and their characteristics that differentiate them from the other. (04)
- Q.6.** ‘The meaning of words are constructed in each person’s experience of reality’ Explain how does it prove to be a source of distortion? Also give an example to substantiate your point. (04)
- Q.7.** You are the General Manager of the Uptown Auto Sales and Service. You receive several requests to make repairs estimate on automobiles damaged in different accidents. Usually prospective customers get estimate from three different repair shops. You have good reason to know that your shop’s prices and bids are similar to those of closest competitor’s. thus prospective customers who must choose have very little guidance except price factor. (12)
- You now want to draft a form letter – to be sent from time to time to each customer on whose car the shop makes an estimate. Its purpose is to persuade each reader to bring his car to your shop because of the benefits he gets in addition to reasonable price. Your facilities include paint metal, mechanical, glass work, Ac repair, frame straightening, under able supervision of factory – trained specialist. You use only genuine factory parts and you guarantee satisfaction. Your policy is service, quality and integrity. Write the sales letter that will help each prospective customer to decide that your company is where he should have his car repaired.
- Q.8.** For many years your company has been sending free copies of a glossy magazine *Improving Your Correspondence* to any one who requested to be on your mailing list. Seldom do you hear from your readers. The cost of this little publication is about \$2 each. In an effort to try to pare unnecessary expenses, your firm’s directors have suggested that the mailing list be revised to include only those persons and firms that still read and appreciate the publication. They realize that after a passage of years those who originally requested to be on the mailing list may no longer be reading the magazine. Write a pleasant, positive-sounding, processed message that will offend no one, even though it is basically bad news. Your goal is to find out which readers wish to keep the magazine coming. They’ll help you keep your mailing list up to date by taking a certain action that you request. Can you word your announcement in such a way that the readers will be dropped from your mailing list if you don’t hear from them? (08)
- Q.9.** What are the factors that distinguishes that a message should be sent as per the persuasive request strategy than a simple routine request. Explain how does this strategy work. (08)

SECTION – 2 (BEHAVIOURAL STUDIES) (MARKS=40)

SIR MUHAMMAD OVAIS

- Q.10** Suggest an appropriate structure for a multinational fast moving consumer goods (FMCG) manufacture, keeping in mind all the important issues. (05)
- Q.11.** What happens to an organization if it is not homeostatic? State the reasons behind resistance to change. (05)
- Q.12.** Discuss any eight types from multiple intelligences theory. (05)
- Q.13.** PIA is facing many problems and because of that employees are de-motivated, you are the HR manager dealing with the situation. Suggest the various ways of keeping the staff motivated. (07)
- Q.14.** What qualities do you want to see in a good leader and why? (07)
- Q.15.** How do you see the conflict between judiciary and government? Briefly state the benefits and drawbacks of this conflict. (06)
- Q.16.** What are the negativities in our national culture and what alternatives do you suggestion? (05)

Business Communication [60 marks]

- Q1 In written correspondence, both internally and externally, organizations prefer to follow certain formality in style and tone, explain how and why it is essential. [8]
- Q2 Listening is a complex process and to make it effective, at each stage the barriers must be overcome. Describe the probable barriers at each stage and how effective listeners differ from the ineffective listeners in this listening process. [10]
- Q3 When managers are equipped with interpersonal communication skills they are able to increase their professional competency as well as work towards achieving their organizational goals. Explain highlighting the IPC skills and the impact on managerial performance. [6]
- Q4 How can technology or the use of electronic medium in business communication prove to be a curse rather than a blessing. Explain focusing on the four strategies that can be utilized to communicate successfully. [6]
- Q5 Name five characteristics of effective reports and explain the differences between informational and analytical reports. Provide examples of each. [6]
- Q6 Explain the stages that should be followed while convening a meeting. Highlight the chairperson's responsibilities, in making meetings effective. [6]
- Q7 Explain the benefits of writing minutes and differentiate between the three kinds of minutes. emphasizing when they should be used. [6]

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 certification {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. [12]

Behavioural Studies [40 marks]

Q.1 Highly successful companies build Organisational Structures which are closely aligned with their missions and goals, nature of business, level of technology, size and location(s) to enable them to achieve distinct competitive advantages and earn high profits. On the other hand, there are business entities which carry the burden of serious deficiencies in their organisational structures resulting in unsatisfactory performance, low profitability and poor returns on investment.

Identify and briefly explain six characteristics which are generally observed in the day-to-day working of business entities which do not have appropriately designed organisational structures.

[06]

Q.2 Charismatic Leaders by the force of their personality appeals and confidence are capable of having profound and extraordinary influence on their followers. Often, they are the role models and most admired visionaries and command deep respect and adulation amongst their followers. However, responsible and organization-oriented charismatic leaders are mindful of the pitfalls of their charismatic styles of leadership.

In your opinion, what steps should a charismatic leader of a highly successful business organization take to minimize the adverse effects of charismatic style of leadership? [06]

Q.3 Employee Motivation involves complex issues requiring insight in theories of rewards and compensation, human psychology and understanding of sensitivities of individual employees.

List ten Non-Monetary Factors which would help to create greater Employee Motivation in individuals towards extra efforts for superior performance. [05]

Q.4 Since its inception in 1980, The Citizens Housing Finance Corporation (CHFC) has been managed by executives from varied professional backgrounds and experiences. Most members of the senior management team had put in long years of service in their previous assignments and were on the verge of retirement when they were hired by CHFC. Due to the nature of the composition of its management team and the frequent changes of personnel at the senior management levels, CHFC has not been able to develop a performance-oriented organizational culture and has, over the period, adopted a highly bureaucratic style of management. This often causes friction in the internal working within the organization and gives rise to frequent complaints from regulators, customers and other stakeholders.

Identify and describe **four** common weaknesses/shortcomings which, in your opinion, would be readily apparent in the working of CHFC as it pursues a highly bureaucratic style of management.

[06]

Q.5 What are the external factors that affect perceptual selectivity? Explain your answer by giving suitable examples.

[06]

Q.6 Distributive Bargaining and Integrative Bargaining are the two types of approaches which are usually adopted in the process of Negotiations. These approaches are different in their bargaining characteristics which include goals, motivation, focus, interests, information sharing and duration of relationship.

Identify the basic differences between Distributive Bargaining Approach and Integrative Bargaining Approach in the context of their respective bargaining characteristics mentioned above.

[06]