



**Pakistan Institute
of Public Finance Accountants**

Model Solutions

**Business English (Public Sector)
(Subjective)**

**AGP | CGA | PG | PMAD | WAPDA |
Public Sectors | KPG | Sindh Govt.**

Winter Exam-2023

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Solutions – Business English

KINDLY REVIEW THIS SOLUTION BEFORE STARTING THE MARKING

Q.1. The seniors may take measures to help overcome the fear of upward communication, like:

- Encouraging open communication climate
- Allowing employees share new ideas.
- Appreciating good performance/ contribution
- Giving regular and honest feedback
- Bridging the gap between seniors and junior employees
- Encouraging smooth flow of communication
- Enhancing employees' confidence
- Establishing good work relations
- Maintaining ethical code of conduct, etc.

Total Marks 05

Q.2. **Self-esteem** is our perception of ourselves. It reflects how we measure our value, how we perceive our value to the world and what worth we think we have for others. Self-esteem has profound effects on almost every aspect of our lives; it impacts our confidence and belief in our own selves and in others, our connections and our work.

Self-confidence is our assessment of our own abilities to do something and achieve success. High levels of self-confidence help us to take actions based on perspectives and values we hold. It provides us with the strength to achieve the goals in our lives. One should have a strong feeling of being an individual who is positive, successful, has capabilities and can contribute something meaningful to the society.

Total Marks 04

Q.3. **'Digital'** refers to discrete, defined communication elements such as words and specific gestures with generally agreed meanings (e.g. the "V" peace sign).

'Analogic' describes communication where the act 'evokes' a particular inference. For example shaking a fist in someone's face would evoke a message of aggression and violence.

Total Marks 04

Q.4. Facial expressions allow individuals to share a message through the use of their eyes, eyebrows, mouth, and facial muscles. Facial expressions are vibrant features which communicate the speaker's approach, feelings, objectives, and so on. The face is the primary source of emotions. Throughout verbal communication, facial expressions change repeatedly and are constantly observed and interpreted by the receiver. Examples are: a smile, frown, raised eyebrow or yawn. When an individual is smiling or frowning, rolling his eyes, or scowling, we may be able to interpret the message further, especially if these expressions are used while he is speaking.

Total Marks 05

Q.5. Consideration means that you should think about your audience and tailor your message accordingly. It is important to consider factors such as their background, knowledge, and expectations when communicating. By doing so, you can ensure that your message resonates with your audience and achieves the desired result.

Consideration represents empathy; understanding what others feel and what emotions they are going through. It leads to strong bonding among communicators. For example during marketing and selling, the understanding of the needs of the customers plays a vital role in achieving targets.

Total Marks 04



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Solutions – Business English

KINDLY REVIEW THIS SOLUTION BEFORE STARTING THE MARKING

- Q.6.** (i) Excite/arouse 02
a (ii) Strict
(iii) dangers/threats
(iv) Independent/self-governing
- Q.6.** No suggestion 03
b
- Q.6.** (i) Independent 03
c (ii) Modern/ current
(iii) Immature
- Q.6.** (i) Free 03
d (ii) Generous
(iii) Common/ frequent
- Q.6.** (i) in a straight line 04
e (ii) to express regret about something that has already happened or cannot be changed
- Total Marks 15**
- Q.7.** A pronoun is a word that is used in place of a noun, often to avoid the need to repeat the 02
a same noun over and over again. Examples: I, mine, hers, etc
i
- Q.7.** Abstract nouns describe conceptual things that cannot be sensed. They include all emotions, 02
a feelings, characteristics, philosophical concepts, states of being, and time. For example,
ii beauty, love, anger, honesty, etc
- Q.7.** An exclamation mark, also known as the exclamation point, is a punctuation sign that is 02
a used to indicate strong emotions and feelings. It is used in exclamatory sentences and with
iii interjections.
Examples: Wow! It is amazing. What a surprise!
- Q.7.** He took the Chicago-New York train last night. 1.5
b(
i
- Q.7.** We set out at dawn; the weather looked promising. 1.5
b
ii
- Q.7.** (i) Interrogative 04
c (ii) Declarative
(iii) Declarative/ Exclamatory
(iv) Imperative
- Q.7.** (i) Many employees were fired by the HR. 03
d (ii) Have they completed new assignment?
(iii) I will not be supported by my colleagues.
- Q.7.** (i) Jamal said that he knew her name and address. 04
e (ii) The manager asked the candidate why they should hire him.
(iii) My manager told/ advised/ ordered me to always be on time.
(iv) The investor asked the broker if he saw any upward trend in stock market within next 2 weeks.

Total Marks 20



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- Q.8.** Asset allocation refers to how you choose to spread your money across different investment types, like bonds, stock etc. 02
- (i)**
- Q.8.** Amortization is a method of spreading an intangible asset's cost over the course of its useful life. (Intangible assets are non-physical assets that are essential to a company, such as a trademark, patent, copyright, or franchise agreement.) 02
- (ii)**
- Q.8.** A capital gain is an increase in the value of an asset or investment above the price you initially paid for it. If you sell the asset for less than the original purchase price, that would be considered a capital loss. 02
- (iii)**
- Q.8.** A mutual fund is an institutional investor that manages the investments of thousands of individuals 02
- (iv)**
- Q.8.** Liquidity describes how quickly your assets can be converted into cash. Because of that, cash is the most liquid asset. The least liquid assets are items like real estate or land, because they can take weeks or months to sell. 02
- (v)**

Total Marks 10

- Q.9.** A **Diplomatic Note** is a mode of communication in third person form and is exchanged between the Ministry of Foreign Affairs and Foreign Diplomatic Mission and vice versa or between the Ministries of Foreign Affairs of any two countries, whenever necessary. The note is invariably stamped and initialed. Initials of the issuing officer should appear inside the stamp.
- (i)**
- Q.9.** **Note Verbal** is used between the Diplomatic Missions and the Ministry of Foreign Affairs. This is written in the third person and is neither addressed nor signed. It should, however, end with an expression of courtesy. It is often used for a record of conversation or in order to put a question.
- (ii)**
- Q.9.** **Aide Memoire** is often a detailed statement of facts and of arguments based thereon, not differing essentially from a note, except that it does not begin and end with an expression of courtesy and need not be signed. It may be delivered by a short covering note or presented personally.
- (ii)**
- Q.9.** **Note Verbale** is used between the Diplomatic Missions and the Ministry of Foreign Affairs. This is written in the third person and is neither addressed nor signed. It should, however, end with an expression of courtesy. It is often used for a record of conversation or in order to put a question.
- (ii)**

Total Marks 06

- Q.10.** Colocation is a type of webhosting where the website resides on a dedicated server. The website owner owns the server, not the Web host. The colocation fee covers renting the physical space in the host's facility plus their high-speed Internet connection. Colocation is beneficial to companies who require something unusual in their Web software configuration and also enhanced security.

Colocation is offered in two forms – managed and unmanaged. With a managed service the Web host provides an IT department to manage the server (useful where a customer does not have their own IT department). With the unmanaged service the customer themselves handles all the administration and management of the server covering things like software updates, the web server and the site itself.

Total Marks 05



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KINDLY REVIEW THIS SOLUTION BEFORE STARTING THE MARKING

- Q.11.** Social media can help businesses engage with their customers and find out what people are saying about your business.

Social media can be used for advertising, promotional giveaways and mobile applications. It can help business to: attract customers, get customer feedback and build customer loyalty.

Social media allows particularly small businesses to build trust and credibility with their audience. By sharing valuable content and interacting with their followers, businesses can establish themselves as experts in their field. This can help marketing, selling, branding and make customers more likely to recommend the business to others

Total Marks 04

- Q.12.** No suggestions

Total Marks 08

- Q.13.** Email must have proper email format

The content may include:

Start with a salutation

The message must be straightforward, still not violating ethical rules

The selection of words must be appropriate to bring the desired results as per the demand of the question

It must have a proper sign off

Total Marks 10
