Pakistan Institute of
Public Finance Accountants

Model
Solutions

Business Communication
& Report Writing

Summer Exam-2024

MODEL SOLUTIONS – DISCLAIMER

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Q.1. a The 7C's of Communication help you to communicate more effectively. By employing these principles, you'll stay clear, concise, concrete, correct, considerate, complete, and courteous.

These principles offer guidelines for individuals to learn how effectively can influence people with own or organizational agenda Proper communication is essential in successful quality management, as it ensures that employees, suppliers, and stakeholders understand the organization's quality policies and procedures. By following these best practices, organizations can achieve quality-related goals and maintain a smooth workflow.

Q.1. b The C's removed from the diagram are:

Concreteness: Concrete business communication means being particular, clear, vivid, explicit and specific, rather than general, vague and obscure messages. Concrete messages are supported with specific facts and figures.

For example: Employees can take short tea breaks. (Vague)
Employees can take 15 minutes tea breaks on all working days. (Concrete)

Consideration: It is referred to a communication where the advantage of recipients is given due attention by respecting the mental perception and awareness of the recipient. The communication mainly focuses the needs, thoughts and requirements of the recipients with a positive approach. Use of You approach makes it more persuading.

For example: instead of saying, "We will open our new outlet in your area soon."
The considerate message is: You will enjoy shopping at XYZ new outlet in your area soon.

Q.2. **(i)** Chain network: This network allows only vertical movement and is strictly hierarchical and the leader holds a strong position. He decides as to what messages are to be sent and how these messages are to be communicated.

(ii) Wheel Network: It is characterised by the central position of the leader, where the leader plays the key role to disseminate information. The primary communication occurs between the members and the group leader and then group leader shares the information with all.

(iii) Circle Network: It is an example of horizontal and decentralized communication. The circle network assumes no leader; here there is complete equality. Each member of the circle has the same authority or power to impact the group.

Q.3. a **(i) Interpersonal communication covers extremes**
Interpersonal communication ranges from fairly impersonal at one end to extremely personal at the other end. At the impersonal end of the continuum, one might think of a simple conversation between people who really don't know each other—e.g. a traffic warden and a driver. At the highly personal end is the communication that takes place between people who are emotionally interconnected—a father and son or best friends.

(ii) Interpersonal communication involves verbal and nonverbal messages.

Interpersonal interaction comprises of the exchange of verbal and nonverbal messages. The words one uses as well as the facial expressions—the eye contact and the body posture. Similarly, messages are received through sense of hearing and other senses, e.g. visual and touch senses. At times even silence speaks a thousand words.

Q.3. b

1. **Have courtesy for others:** Courtesy is politeness, respect, and consideration for others. During a lifetime, individuals go through many phases; we should recognize, acknowledge and celebrate others' success, and express concern and empathy for difficult and painful situations. We should deal with others in a respectable manner and let them come up with their opinions as well. The behavior marked by polished manners or respect for others is a courteous behavior.

2. **Resolve conflicts:** Even healthy relationships experience conflicts. Any two persons can't agree over same things all the time. Rather than avoiding the conflict, conflict resolution is more important, crucial and worth learning. Try to resolve disagreements when they arise. Become an effective mediator. If group members quarrel over personal differences, sit down with both the parties and help sort out their differences. Assuming such leadership role, will enable you to receive respect and appreciation from those around you.

3. **Include Humour in Conversation:** While living, sometimes though we breathe but forget to live. We develop a habit of taking ourselves and the situations that come across so seriously that we lose our tool of humour. Don't get scared to be witty or funny as most people get attracted to a person who can make them laugh. Your sense of humour can act as an effective tool to lessen barriers and gain people's affection.

Q.4. a

The benefits of improved listening skills to the employer can often lead to:

- Improved customer satisfaction
- Increased information sharing that in turn leads to more innovative and creative work
- Greater productivity with fewer mistakes
- Saved costs due to a more efficient communication process
- More influential employees who are better placed to influence, persuade and negotiate
- Reduction in conflict and misunderstandings

Q.4. b

i. Prepare to listen

You need to get yourself in the right frame of mind and consciously prepare to listen. Relax and commit to focusing on the speaker. Clear the mind of distractions and other thoughts whether it's wondering what the family is up to, what the weather is doing or what might be happening in the cricket match.

If something else is of such overwhelming importance that you simply cannot get it out of mind then you need to manage the situation. This might involve re-prioritizing tasks so that you can remove the distraction and free your mind ready to concentrate and focus on the messages that are being communicated.

For those who find it particularly difficult to concentrate on what someone is saying to them they may benefit from repeating back the words mentally as they are being spoken.

ii. Listen to the tone of voice

Imagine if all music you listened to was at the same speed, volume and tone. The message and mood would be pretty similar whatever the piece was called. Then think about how Mozart, Beethoven, Elvis Presley and Michael Jackson all used different volume, tone, speed and pause to stimulate emotions, reactions and convey varying messages.

Similarly, both tone and volume can augment and change the message that someone is communicating. An effective speaker will use both tone and volume to their advantage to keep an audience attentive – think of a great actor or the last time you went to a play. How were the spoken words in the play different to the same words written in a book? Indeed, they were delivered by the actors in a particular way to convey a particular message. Everybody adjusts the pitch, tone and volume of the voice in various situations so you should listen out for these to interpret the emphasis of what is being said.

Q.5. a

A Website host stores all the pages of a website making them available to computers connected to the Internet. A website is identified by its domain name, such as sony.com, which is linked to an IP address pointing to a specific physical computer.

Given the capacity of modern computers it is common for many website hosts (i.e. the physical computers) to host multiple websites on the same host computer. It may help to think of just how many different files you have stored on your laptop or PC then apply this concept to a website host computer.

Conversely websites that attract extremely high amounts of traffic, such as Microsoft.com or apple.com, will use several computers to host one site.

The Web host can of course be physically located anywhere in the world.

Web hosts run Web hosting software such as Apache, OS X Server and Windows Server.

Q.5. b

1. Standard Webhosting

Standard Web hosting is a broad term covering the most common form of paid Web hosting. A standard fee would secure a specific amount of server space on a Web hosting system that provides high-speed servers and quality software. The Web host would typically use a shared system granting each user say 10GB space on a 200GB server.

Variations on the package could typically include:

- Bandwidth charges – there may be an upper ceiling beyond which extra charges are levied.

- Administrative access – can vary between a Web-based console and telnet access.

- Operating system – varies between Windows and Linux.

The market for Standard Web hosting is highly competitive which is reflected in the pricing which can be as low as a few dollars per month.

2. Dedicated Webhosting

Dedicated Web hosting describes when the client pays for their own dedicated server machine for its Web site's exclusive use.

Dedicated Web hosting is useful when a business needs greater control over their Web site. The site owner will normally be granted something called root access which allows them access to the server to make changes and control the site.

One other key benefit of paying the premium for Dedicated Web hosting (apart from the extra space) is the increased security this provides. There is a risk with shared servers (as is the norm with free and standard services) that if one website is attacked or hacked then other websites on the same shared server are typically vulnerable too.

Q.5.
c

i. **Appearance consciousness**: This describes the psychological problem where delegates change their behaviour or feel uncomfortable because they are on camera. The problem may well be exacerbated if the session is recorded. There has been some research performed that suggests that communication is in fact impaired by the addition of camera.

ii. **Technology**: The video conference experience is entirely reliant on stable technology and communications links with large bandwidth. Unexpected variations in signal quality or technology issues can destroy the video conference unexpectedly.

Q.6.
a

1. Preparation (or planning and collecting information)
2. Organizing the information
3. Planning the layout (or Create a skeleton plan with headings and sub-headings)
4. Writing a first (rough) draft
5. Editing, revision and writing a final draft (Or proof reading and finalizing)

Q.6.
b

1.Informational report:

Informational report emphasize upon facts but do not offer any type of recommendations. These reports are organized around subtopics. These reports present information without any personal biases.

Contents:

- Introduction: This part explains in sufficient detail the problem the writer is attempting to solve.

- Results of the study: This part forms the body of the report. It basically comprises of the findings of the study. It may also refer to the sources of findings.

- Summary: This part summarises the report in concise statements that answer the very reason behind the study. It assures the readers that the research was thorough and systematic.

2.Analytical report:

It analyses the facts, draws conclusions and makes recommendations. These reports are generally organised around logical arguments and conclusions. These reports contain analytical information in narrative form.

Contents:

- Introduction: The introductory part explains the very reason for writing report.

- Findings: This part discusses the pros and cons of each alternative, aims at establishing criteria to evaluate different alternatives. The findings are very well supported by enough evidences.

- Conclusions: This part aims at drawing reasonable and practical conclusion that satisfactorily answers the research question. This is built on the findings discussed earlier.

Q.7. Senders' address (Assumed)

Receivers' address (Assumed)   Date

Salutation

The letter may include following points:

- Begin your letter with statistics that will illustrate the need you are working to alleviate.

- Tell about your organization and the important work it does: include its background, the kind of relief it provides, its goals for the future, and so on.

- Indicate the current need for which you are raising funds, and tell how the money raised will fulfill that need.

- Ask that readers contribute financially to your cause so that they may aid fellow citizens of their community through the work you do.

- You may include a specific amount or range of amounts that donors can contribute, or a target amount you hope to raise.

- Describe the benefits (tangible and intangible) that will come to donors because of their financial donations to your organization.

- Restate the great need that readers will be helping to meet when they donate, and thank them for their willingness to aid in your cause.

Sign off

Q.8. Your company's name

Address
Date

Salutation, (or To Whom It May Concern)

The content may include:

I am writing to recommend …

She worked with us as ……..

As an employee, her duties and contribution as team member and achievements

Reason of her leaving…. Best wishes for her future endeavor

Sign off

your name and designation and Contact #

Q.9. No suggestions; and only the rules must be followed:

- Write a concise summary of the text which reflects all the main points

- Avoid including your personal opinion or any superfluous details

- avoid adding any irrelevant information

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