



ASSOCIATION OF ACCOUNTING TECHNICIANS OF SRI LANKA

TALENT (SKILLS) CAPSTONE - JULY 2017

(SS1) EFFECTIVE COMMUNICATION SKILLS

- **Instructions to candidates** (Please Read Carefully):

(1) **Time allowed:** *Reading* - 15 minutes
Writing - 03 hours

- (2) **All questions should be answered, in the answer booklets provided.**
(3) **Answers should be in the English medium by all candidates.**
(4) 100 Marks.

22-07-2017
Morning
[8.45 – 12.00]

No. of Pages : 08
No. of Questions : 08

SECTION A

Three (03) compulsory questions
(Total 30 marks)

Question 01

Select the **most suitable phrase** to fill in the blank in question No. **1.1** to **1.10**. Write the **number** of the selected answer (phrase) in your answer booklet with the **number** assigned to the question.

1.1 *Lasitha* : I like auditing, but at times I don't have enough confidence.

Accountant : Don't worry.

- (1) I have noticed that. (2) You're doing a great job.
(3) You're right there now. (4) It's not the confidence.

1.2 *Samith* : I'm not quite sure how to record financial transactions.

Accountant : you will learn with more practice.

- (1) I would not say it. (2) It isn't me saying.
(3) I'm quite certain. (4) My impression.

1.3 *Ranga* : Analyzing financial statements is interesting.

Accountant : , you will become an expert one day.

- (1) I dare not comment. (2) There's no doubt that.
(3) It is obvious so that. (4) It's hardly a fact.

1.4 *Tharindi* : I make mistakes in maintaining ledgers.

Accountant : Well, you just file the bills and forget the ledgers.

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|---------------------|----------------------|
| (1) I had an idea | (2) I assume that |
| (3) My feeling says | (4) I could guess it |

1.5 *Kumudu* : Communication with tax authorities is my dreaded area?

Accountant : I know how you feel. too.

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|----------------------|----------------------|
| (1) You have a point | (2) I can understand |
| (3) That's for sure | (4) It's my concern |

1.6 *Lahiru* : I love using accounting packages.

Accountant : I'm so glad. you are learning fast.

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|-------------------------|--------------------------|
| (1) I don't think so | (2) It doesn't say much. |
| (3) It seems to me that | (4) I hardly know that. |

1.7 *Sureni* : I really enjoy writing reports and reviews.

Accountant : you have mastered all the writing skills needed.

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|---------------------------|------------------------|
| (1) My impression is that | (2) I cannot care less |
| (3) I can't guess that | (4) It's not my area |

1.8 *Suresh* : I don't mind preparing and reviewing budgets.

Accountant : that it's hard, but a rewarding exercise.

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|-----------------------|------------------------|
| (1) Great idea too | (2) It's what I feel |
| (3) I personally said | (4) I'm of the opinion |

1.9 *Suraj* : What are your views on our new advertisement?

Accountant : , it is a good marketing strategy.

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|----------------------|----------------------|
| (1) Should I say | (2) My point of view |
| (3) As far as I know | (4) It's not as bad |

1.10 *Rani* : Our profit for this year is Rs.40 million.

Accountant : that's more than last year's profit.

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|---------------------|----------------------|
| (1) Very impressive | (2) Quite a downfall |
| (3) No wonder | (4) Not the same |

(10 marks)

Question 02

Select the **most suitable answer** (word or group of words) to fill in the blanks in the following paragraph. Write the numbers of the blanks in your answer booklet and the answer selected against each number.

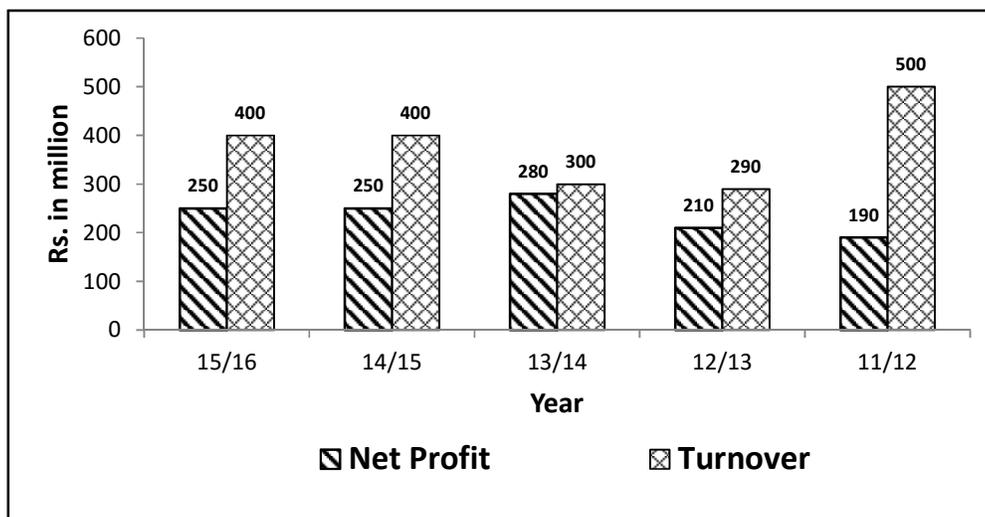
New Technology

(2.1) (Although, Since) new technology creates new kinds of jobs, it also makes many existing jobs disappear. (2.2), (For once, For example) when trains started to be used as a primary form of transportation, many jobs that depended on horses and oxen started to disappear. Later, automobiles became the major form of transportation; (2.3), (as a result, so as) railroad companies could no longer keep as many people employed. (2.4) (Furthermore, Mostly) another new kind of technology that is leading to 'job loss' is the digital camera. Companies that make films are laying off workers (2.5) (because, hence) many consumers are switching from cameras that use films to cameras (2.6) (that, those) take digital photographs. (2.7), (In the same way, In spite of) cellular phones make public pay phones less profitable, (2.8) (so, too) telephone companies no longer need to employ as many technicians to install and maintain pay phones. (2.9) (Though, When) it is true that technological change can produce new wealth and new jobs, new inventions (2.10) (also, but) tend to lead to the loss of jobs.

(10 marks)

Question 03

Study the graph given below:



Write a description about the above graph. (Use about 100 words)

(10 marks)

End of Section A

SECTION B

Three (03) compulsory questions

(Total 40 marks)

Question 04

- (A) Use the information in the following announcement to **complete the chart** given below. Write the number of the blank in your answer booklet and the relevant information picked from the announcement against the number:

Announcement

Come and celebrate the 45th anniversary of our company. 'Eksath Enterprises' has served the local community since June, 1972, when Mr. Eksath Perera first sold pens and envelopes on the Main Street. Now we have our own beautiful retail shop in the Plaza building, on Main Street and our company is well known as the most exclusive stationer in the island.

The 20th of June will be a day of fun at Eksath grounds. We are celebrating with all our staff and customers. There will be a raffle (draw) for a special edition Eksath Signature gold fountain pen valued at Rs.10,000/-. We couldn't have made it for 45 years without our loyal clientele, and we pledge to serve them even better in the coming years.

- | | |
|---|------------------------------------|
| (4.1) Name of the Company | (4.6) Present Address |
| (4.2) Founded in | (4.7) Famous as |
| (4.3) Founded by | (4.8) People invited |
| (4.4) Reason for celebration | (4.9) The draw is for |
| (4.5) Date of celebration | (4.10) Company's aim |

(10 marks)

- (B) Question numbers **4.11** to **4.20** are based on the information given in the following text. **Select the correct answer** to fill in the blank in each question. Write the number of the selected answer in your answer booklet with the number assigned to the question.

Text

Motivation is the willingness of employees to exert effort to achieve business goals. Motivating people to perform to the best of their ability and in ways that benefit the business organization has always been an important issue for managers at all levels of a firm. We all know, just one poorly motivated employee in a restaurant can generate many customer complaints and the loss of future customers. There is no single measure which can guarantee continued high levels of motivation although human resource theorists have put forward a number of theoretical frameworks that might help.

In a practical sense however, there are a number of ways a business owner can enhance motivation and performance. At a basic level, a satisfactory level of pay is necessary. As **the proponents** of 'equity theory' point out, employees who believe they are underpaid will cut back on their efforts or seek a new job if the gap between their remuneration and those of others is too great. In many industries performance - based pay is used as a motivating tool, via mechanisms such as piece-rate pay (payment per item produced), commission - based sales, wage incentive schemes and profit sharing plans. Even though **the evidence is far from clear** such programs also appear to provide improved financial returns for firms as well.

Other actions that are believed to improve employee motivation include allowing employees to work flexible hours; including them in decision making about critical business goals; providing them with an opportunity to purchase shares (equity) in the firm; and ensuring that reward systems match individual needs. For employees with a high need for personal achievement, the opportunity for advancement or for assuming a higher level of responsibility can be an important incentive. Such measures are also conducive to the development of an entrepreneurial culture within the firm.

According to the text:

(4.11) To achieve business goals companies should

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|------------------------|------------------------------|
| (1) have an able staff | (2) pay employees adequately |
| (3) solve more issues | (4) develop managers' skills |

(4.12) Managers find it important to motivate employees to the organization.

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|----------------------------|---------------------------------|
| (1) bring more benefits to | (2) stop complaints about |
| (3) have a rich clientele | (4) provide a better outlook to |

(4.13) method to arrive at a high level of motivation.

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|-----------------------------|------------------------|
| (1) Theorists give one | (2) Managers know a |
| (3) It is possible with one | (4) There is no single |

(4.14) If a business owner wants to motivate workers he / she

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|---------------------------------|---------------------------------|
| (1) must think of new methods. | (2) uses a method of theorists. |
| (3) should use several methods. | (4) can enhance performance. |

(4.15) The highlighted word 'proponents' means

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|--------------------------------------|----------------------------------|
| (1) the protesters against a theory. | (2) opposing an equity theory. |
| (3) safeguarding a theory. | (4) supporters of equity theory. |

(4.16) The evidence is far from clear means

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|--------------------------|---------------------------|
| (1) there is some proof. | (2) there is uncertainty. |
| (3) it can be confirmed. | (4) it is the truth. |

(4.17) The best title for the text is

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|----------------------------------|----------------------------|
| (1) Sharing Equity. | (2) Motivation Mechanisms. |
| (3) Improving Financial Returns. | (4) Motivating Rewards. |

(4.18) According to the text, giving more responsibility is suitable for

- (1) underpaid workers wanting a raise.
- (2) those who want shares in the company.
- (3) employees keen on profit sharing.
- (4) those with need for personal achievement.

(4.19) When 'performance based pay' is used as a motivating tool, industries

- (1) allow employees for flexible work hours.
- (2) give shares of the company to employees.
- (3) share profits of company with employees.
- (4) include employees in decision making.

(4.20) All the methods of motivating employees mentioned in the text are

- | | |
|-------------------------------|----------------------------|
| (1) put forward by theorists. | (2) practical and useful. |
| (3) from a framework. | (4) guaranteed to succeed. |

(10 marks)
(Total 20 marks)

Question 05

- (A) **Complete** the following set of instructions by **re-arranging** the words given within brackets. Write the complete sentences in your answer booklet.

A few ways to improve cash flows,

- (5.1) Wherever possible, collect payment in cash (time / at / the / sale / of / the).
- (5.2) Where credit is offered, issue invoices immediately (completion / on / a / sale / of).
- (5.3) To make payment easier, allow customers to (credit card / online / by / pay / or).
- (5.4) Chase up outstanding (on / regular/ a /debtors/ basis).
- (5.5) Smooth out expenses by leasing rather (buying / than / items / capital).

(05 marks)

- (B) The five(05) sentences in the following letter are **not** in the correct order. Put the sentences in the **correct order** and write the letter in your answer booklet.

Dear Sir,

Thank you again and we look forward to hearing from you.

We regret to say our products are not available right now.

We thank you for your inquiry of June 23rd regarding the availability of our steel products.

It is because our factory is closed for repairs and production has stopped.

If you are still interested please contact us later in the year.

Sincerely yours

(05 marks)

(Total 10 marks)

Question 06

You have been appointed to introduce the guest speaker at the annual conference of your firm.

The speaker is a respected person in the field of business. His contributions to the economy of the country is remarkable.

Write a short speech to be made at the opening session of the workshop to introduce the guest speaker.

Mention his name, contributions, qualities, capabilities, etc.

(Use about 100 words.)

(10 marks)

End of Section B

SECTION C

Two (02) compulsory questions

(30 marks)

Question 07

You have made an order for the educational journal, 'Business.LK' at the Lake Front Bookshop, Fort by paying a subscription of Rs.3,600/- on 30th March 2017. Your subscription to the journal is for one year, yet you have not received copies of the journal for three months. **Write** a letter to the manager of the bookshop, **Mr. Palitha Perera**. Include the following.

- express your disappointment in not receiving the journal.
- Inquiries you have made time to time regarding journals.
- remind about the payment (amount paid, when it was paid).
- a polite request for the three month's journals.

(Use about 150 words.)

(15 marks)

Question 08

You are the Finance Controller of a prestigious company. Until last year your company had an unbroken record of rising earnings per share, but last year's profits have decreased. Fortunately you have received a large order since the beginning of the present financial year. At the next meeting with your colleagues, you have to make an explanation about the current situation. **Write** a paragraph as preparation for your speech.

Include the following:

- The reasons for the drop in profits, how you are unhappy about the level of performance.
- Among other matters - How to avoid shortcomings in the future.
- A short explanation about the new order, your confidence that it can improve your income.
- How it will help to face the difficult times.

(Use about 150 words.)

(15 marks)

End of Section C
