



ASSOCIATION OF ACCOUNTING TECHNICIANS OF SRI LANKA

TALENT (SKILLS) CAPSTONE - JULY 2019

(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.

27-07-2019
Morning
[8.45 – 12.00]

No. of Pages : 09

No. of Questions : 08

SECTION A

Three (03) compulsory questions

(Total 30 marks)

Question 01

You are required to select out of the given phrases the most appropriate phrase to fill the blank in each of the parts 1.1 to 1.10 of this question. Write only the number of the selected phrase (answer) in your answer booklet with the number assigned to the question. Before you start writing the answers read through all parts of the question first to understand the subject matter discussed:

(1.1) **Sugee** : I hope you have studied the office floor plan I emailed. I need to know what you think about it.

Rajan : Well, I must tell you the truth. as it has many loopholes.

(1) I think it will work out well

(2) I don't want to say anything

(3) I am sorry, I really strongly disagree

(4) Someone must have recommended

(1.2) **Kusal** : with **Rajan**. The arrangement is realistic.

(1) It seems to go well

(2) We have to agree

(3) All of us agree

(4) I don't see eye to eye

(1.3) **Sugee** : Thank you. I would like to get more feedback. **Rasika**, what do you think?

Rasika : I have not set eyes on the plan yet.

(1) I wish I could say something

(2) What do you think I would say

(3) I'm very sorry they disagree

(4) I'm still contemplating

(1.4) **Rajan** : We would have benefited from your ideas **Rasika**, but right now we

- (1) accept your not so valid excuse. (2) don't know why you failed this time.
- (3) have so much to depend on you. (4) have to listen to your useful comments.

(1.5) **Rasika** : It is not fair to say so. You know, I was out of the country

- (1) I don't want to disappoint you. (2) traveling all over exotic cities.
- (3) and won't be of much help to you. (4) attending to an important transaction.

(1.6) **Sugee** : Alright, let's not quarrel over this. Only thing I about the matter.

- (1) expect is expression of your honest feelings (2) need is to continue and work
- (3) do not want is to make things difficult (4) look out for is the floor plan

(1.7) **Kusal** : As I said earlier. It's let's hope for the best.

- (1) too good to be true (2) going to be alright
- (3) not my cup of tea (4) a way of doing things

(1.8) **Rajan** : Let me, as this plan is going to be an utter failure.

- (1) instruct you once and for all (2) hold this for you as usual
- (3) reconsider your point of view (4) persuade you again to give it up

(1.9) **Kusal** : This plan is good because all of us can be

Rajan : It gives the chance to bounce ideas off each other.

- (1) away from one another. (2) in close proximity.
- (3) in separate cubicles. (4) on each others space.

(1.10) **Sugee** : That's what I thought too, but I to make everyone happy.

- (1) had to think twice. (2) wouldn't try hard.
- (3) will make adjustments. (4) couldn't care less.

(10 marks)

Question 02

Select from the following table the most suitable word / words to fill in each of the blanks numbered **(2.1)** to **(2.10)** in the paragraph given below:

However	which	Besides	and	As a result
or	According to	when	For instance	also

Write the numbers **(2.1)** to **(2.10)** in your answer booklet, and the word / words selected by you against the relevant number.

Researchers say, accounting software has helped small businesses in gaining an upper edge when it comes to saving cost. **(2.1)**, payroll managing software helps in computerizing data and increasing the pace of the operations. **(2.2)** speeding up the process it **(2.3)** keeps the business safe from making blunders **(2.4)** can turn out to be disastrous in the future and cost the business a hefty loss. The concept of recording operations **(2.5)** inventory of business over accounting programs was not of much interest among the successful businesses **(2.6)** manual bookkeeping was at a rise. **(2.7)**, within a very short span of time, accounting software took the industry by storm. **(2.8)** business owners were more than happy to have their data automated and operated with such ease and helped them reduce cost in many ways. **(2.9)** latest reports, almost all businesses are now using software to do full **(2.10)** partial accounting.

(10 marks)

Question 03

Assume that you are the group company secretary of **Cooper (Pvt) Ltd.** a reputed company. You have been advised by the Board of Directors to invite all stakeholders of your company to the launch of a new product manufactured by **Coopers**. Write the invitation to be published in a Newspaper.

Include the following in your invitation:

- a cordial invitation to attend.
- date / time / venue of the event.
- what the product is / its benefits to society.
- briefly mention the events for the day.

(Write your invitation using imaginary facts. Use about 100 words.)

(10 marks)

End of Section A

SECTION B

Three (03) compulsory questions

(Total 40 marks)

Question 04

Read the following text. Select words from the text to fill in the blanks marked **(a)** and **(b)** in parts of the questions numbered **(4.1)** to **(4.5)**. Write the numbers **(4.1)** to **(4.5)** in your answer booklet and the words selected by you to fill in the blanks in each question.

(Use only one word in each blank. **(4.0)** is done for you as an example.)

Starting a new business is quite a challenge and success is rarely guaranteed. Why then do people choose to start new business ventures?

The key factor that often drives people to start their own business enterprise is a lifelong craving to be independent to which they hang on. The dream of being “ I’m my own boss ” is very attractive to people who want to have more direct control over their own working life, and their capacity to make decisions. A second factor is the ability to fulfill personal goals and interests. Running a business can allow people to follow a dream or an opportunity that they have long been interested in. It can also let them apply their energies and enthusiasm to a field in which they already have a personal interest and talent. It is not unusual, for example, for owner-managers to turn their hobbies and interests into a full-time business.

Follow the example at (4.0) below:

(4.0) There are many reasons why people start new business ventures even when,

(a)**success**..... is not often (b)**guaranteed**.....:

(4.1) People are driven to start their own business because “let me be (a) is very often a (b)” they hang on to in life.

(4.2) The concept, “I’m my own boss” is a (a) that is (b) to people. They like to control their working life.

(4.3) Personal goals and interests are the (a) (b) that drives people.

(4.4) As mentioned above, by running their own business people get the chance to (a) their own (b)

(4.5) Business ventures let people apply their (a) and (b) to areas in which they have personal interest and talent.

(02 marks each, Total 10 marks)

Question 05

Write a paragraph about a person in the field of business whose life story has impressed you most and whom you admire very much.

Include the following in the paragraph:

- Personal information about him / her.
- How his / her career started /advanced.
- The difficulties he/ she had to face.
- Contributions to the community / society.
- Any other facts about that person.

(Write the paragraph using imaginary facts. Use about 150 words)

(15 marks)

Question 06

Your friend **Kasun Perera** is a sole proprietor. He owns Lanka “Sports Shop” which sells a wide range of products connected with cricket and tennis. You have been asked by **Kasun** to analyze his Income Statement (given below) and offer your comments.

Write your comments to be presented to **Kasun** based on the statistical data contained in the Income Statement.

Include the following in your comments:

- State of the business: growing or declining.
- Any problems evident from the current figures.
- What options should **Kasun** pursue, in your opinion?
- Justify your comments giving reasons.

For the year ended	31 st March 2018	31 st March 2017
Sales revenue	1,150,000	1,000,000
Sales returns	(45,000)	(35,000)
Net sales	1,105,000	965,000
Cost of sales	(630,000)	(505,000)
Gross Profit	475,000	460,000
Administration expenses:		
Salaries	(230,000)	(220,000)
Office expenses	(80,000)	(95,000)
Finance expenses	(3,000)	(2,500)
Net Profit	162,000	142,500

(Use about 150 words.)

(15 marks)

End of Section B

SECTION C

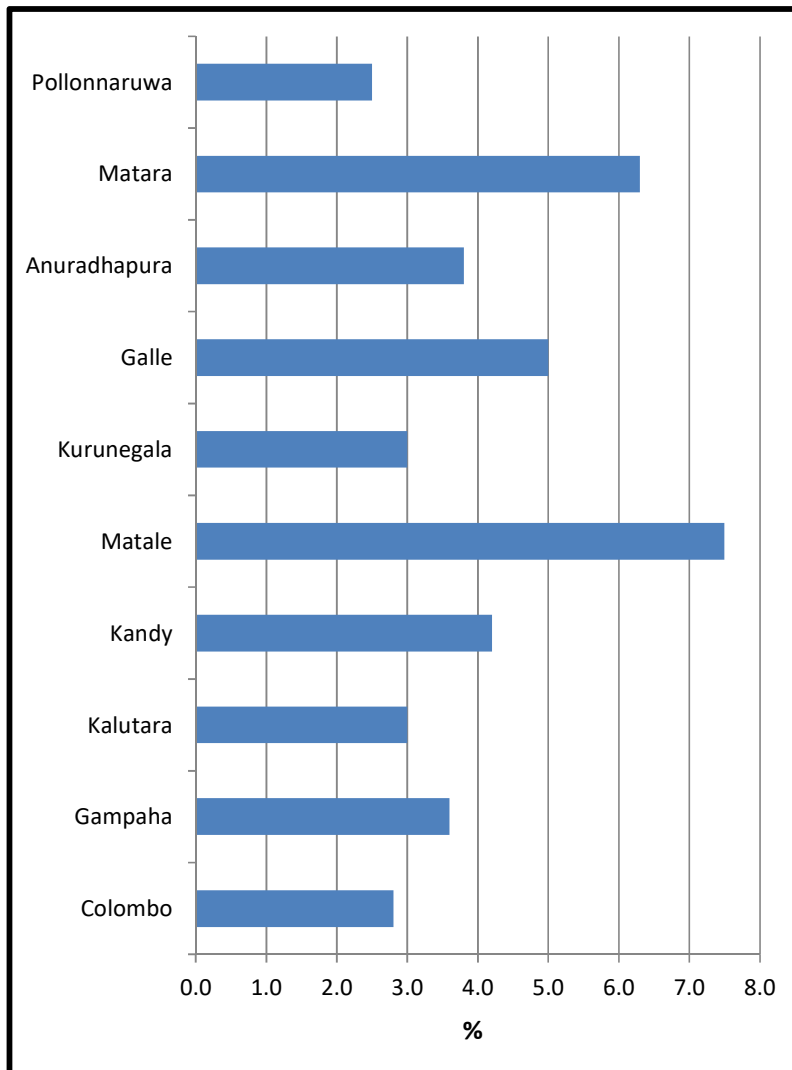
Two (02) compulsory questions

(30 marks)

Question 07

(A) Study the bar chart given below:

Unemployment Rate of 10 Districts for the year 2018



Write a description based on the information provided in the bar chart. You may add your own comments.

(Use about 100 words.)

(10 marks)

- (B) **Read** the following text and **answer the questions** given below. **Write your answers** in your answer booklet, with the question numbers.

History of Technology in Banking

The banking sector has embraced the use of technology throughout its transformation from a brick-and-mortar style banking to digital banking. In the past, such as in 600 BC, the first official coin was minted and thereon the journey passed many milestones; the first cheque was written in 1659, the credit card originated in 1920s, the first debit card was issued in 1978, and, in 1984 the first on-line shopping transaction was executed.

Era of Digitization

As technology entwined into customer needs, it opened opportunities that never existed in conventional banking, leading to banks transforming to the digitized era. As mobile wallets, e-wallets, prepaid cards, wrist band payments and other digitized alternatives are gaining attraction, fewer people tend to visit the bank in person. With continual improvements in technology and consumers' increasing reliance on **it**, changes to delivery of banking products are likely to happen more efficiently and effectively. Future driven by Technology (Fintechs) telecommunication companies (telcos) in the recent past have led innovation while radically altering the financial ecosystem. **They** offer personalized solutions for tech-savvy customers, catering to the changing dynamics of customers and demand for digital financial services. Fintechs and telcos have the potential to lessen barriers to enter into financial services, elevate the reliance on information driven financial services and drive the emergence of new business models. The fast pace of change in fintechs and telcos has made the business models of banks more challenging and competitive. Banks need to thrive in the digital economy to compete with new entrants, by being cost effective and serving based on customer demographics. However, banks need to be able to navigate through a strong regulatory framework in line with the risks involved, to fully embrace opportunities presented by the digital era.

- (7.1) What style of banking system existed in the past?
- (7.2) What do the abbreviations Fintecs and telcos stand for?
- (7.3) What is the prediction mentioned in the text with regard to banking products?
- (7.4) What do the highlighted (underlined) words “it” in line five (05) and “They” in line nine (09) refer to?
- (7.5) Write the sentence which says banking has become more competitive.
- (7.6) What should the banks do to get the most out of the process of digitization?
- (7.7) Find words from the text which have the same meaning as the following:
- (1) answers
 - (2) chances

(10 marks)

Question 08

You wish to apply for a post in a trading company in Colombo. You have already prepared the CV and now you must write the covering letter to be sent along with the CV.

Write the covering letter including the following:

- state briefly what job you are applying for.
- state where you saw the job advertisement.
- name the documents you are enclosing.
- your interest in the job / any special skills you possess.
- your assurance of effective performance.
- request to be summoned for an interview.
- state the name and address and position of (an imaginary) non-related referee.

(Do not write your name and address.)

(Do not prepare a CV, just mention that the CV is enclosed.)

(10 marks)

End of Section C
