

EXAM PACK CBC 1501

MAY/JUNE 2017

MULTIPLE CHOICE: SECTION A

Q1.2

Q2.3

Q3.1

Q4.2

Q5.2

Q6.3

Q7.4

Q8.3

Q9.1

Q10.3

Q11.3

Q12.1

Q13.4

Q14.2

Q15.1

Q16.2

Q17.1

Q18.2

Q19.3

Q20.2

Q21.3

Q22.2

Q23.4

Q24.2

Q25.4

QUESTION 2: MEMORANDUM WRITING

-When writing a memorandum, it is important to adhere to the format which is below:

TO: All Staff Members

FROM:HR Officer (Umfoloji Accounting)

MESSAGE: Year End Function

DATE:16 November 2016

-you then highlight the purpose of the year function

-employees to bring a plus -one

-that there will be a three-course meal provided for all employees including their friends or partners

-The memo should not be too long, but must highlight the important aspects of the function and the objective of that function, which is to award all outstanding employees for the year 2016

QUESTION 3: Standard Operating Procedures (SOPs)

-the purpose of this SOPs is to put mechanisms and structures to avoid security threats and to maintain safety in the office building

-the heading for such an SOPs can be called "Safety in the Working Environment

-the purpose of the SOPs is to come up with a workable solution to the security threats at the organization, which if not dealt with can have negative effects on the smooth operations of the organization

-the most affected departments include the Finance department which requires urgent security measures in order to safeguard the business assets and the finances of the organization

-also, under threat is the production department which is the core and heart of the organization, recent incidents of machinery breakdowns and injury to employees is also a great cause of concern

-the procedure therefore is to install advanced technological equipment especially in the finance department, and also upgrade our machinery which is not performing at the required levels, as well as making sure that employees have all the safety regalia at their disposal.

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Q21.2

Q22.2

Q23.4

Q24.2

Q25.4

SECTION B: Requirements of Writing A formal Letter

-A Formal letter should follow the guidelines of writing a business Letter

-The letter should have two formal addresses, date, reference, the words dear /sir or madam

-reference is the subject matter of the letter

-when writing such a letter introduce yourself according to your position at the organization you are representing, for example first and foremost on behalf of the company and myself as the HR Officer, I would like to express our deepest gratitude for the good working relationship with your company

-The objective of the Letter is to inform for other company, of their desire to assist the elderly with eco - friendly accommodation block of flats

-their interests being to ensure that the elderly members of society are well taken care of and to enable them to enjoy their retirement in a friendly environment

-the reason being to play their role of actively participating in the welfare of the elderly members of society

-the workshop seeks to come up with strategies and modalities of setting up the project, that will see the elderly benefiting and enhancing their livelihood.

QUESTION 3: Essay Writing

-an essay has three basic parts, which are mainly the introduction, body, and conclusion

-the introduction is a brief analysis of the topic issue

-in the introduction you highlight briefly the core objective of the subject matter

-the intro gives the examiner a view or clue regarding the purpose of the essay

-the body is the frame of the essay

- in the body you highlight all the key relevant details pertaining to the essay
- the body should be within the range of 4 to 5 paragraphs in length, with every paragraph beginning with a topic sentence .a topic sentence is a sentence that reaffirms that you are still discussing about the same issue ,but writing in a way which maintains relevance to the question
- last but not least is the conclusion, which is more of a repeat of the introduction
- in the conclusion there is nothing new written about the issue but is basically a recap of the intro

In this case the applicant is applying for a vacancy as a PR at “Precious Pearls”, which is an NGO in New York City.

- In the essay u discuss about his /her strength and weaknesses regarding this particular position
- the strength are the positive attributes of the applicant such as team work, professionalism, punctuality, commitment etc.
- the weaknesses could be lack of ability to socialize, work overtime, meet all customer complaints on time etc.
- in terms of presentation in the interview the applicant should always uphold professionalism, be on time for the interview, dress appropriately.

QUESTION 4: REPORT WRITING

- a Report is a well detailed account pertaining to a particular issue
- a report always follows a laid-out format when writing it
- the report should always have a Title, which is the purpose or nature of the report
- introduction in report writing, implies that the report must have point of reference in terms of the background information
- findings are the outcomes of that particular report, that is what you have come out with in the investigation report
- the conclusions are your overall assessment and evaluation of the report after the findings
- recommendations includes your opinions, suggestions, ideas or solutions to the issue

-this report is based on an invitation to a prestigious event to showcase experiences with the elderly during Lee Sasha visits to the elderly

-this report seeks to highlight some of the challenges which were encountered and some of the successes that the event achieved

-on the challenges encountered they included, the hall being locked, the pathway lights being dim, prominent guests outside the main hall, as well as the event organizer arriving late

-on a positive note, the venue was spacious, beautifully decorated, the guests served with refreshments and the atmosphere relaxed.

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Q17.2

Q18.5

Q19.4

Q20.2

SECTION B: Letter of Complaint

-a letter of complaint is written by the complainant to express dissatisfaction regarding a particular issue

-its purpose is to have the issue resolved

-in this particular situation, a senior member of staff has lodged a complain with his superiors regarding one of his subordinates, who is trading insults, and making jokes which are provocative to his senior, hence the manager is not happy about it and wants management to deal decisively with the issue

-the worker even goes to the extent of spreading falsehoods against his senior

-hence the manager writes a formal letter of complaint to management to express his displeasure

-this letter is a formal letter and must follow the format of a business letter requirements

QUESTION 3: MONROE'S Motivated Sequence

Topic of The Talk: Adopting to Healthy Lifestyle

1.Attention: the topic should draw the attention of its audience

-the message must keep the audience captivated to the issue of adopting a healthy lifestyle

-the presentation must be done in such a way that the audience is not left hanging with more questions than answers

2.Needs: the topic should address the needs of the audience

-the audience should be well informed on the needs of a healthy lifestyle

-they should be made aware of the benefits of living healthy

3.Satisfaction: the audience should be satisfied with the information given

-the idea of the topic should therefore meet the needs and satisfaction of the intended target audience

-no room should be left for the audience to have question marks must rather they should be totally convinced

4.Visualisation: the audience should visualize themselves living a healthy lifestyle

-they should envisage a scenario whereby they are happy and living healthy

-visualization helps the target audience to believe and share the vision of a healthy lifestyle

5.Action:if the topic is introduced with greater effect it will drive the audience into action

-the way the topic is presented has an effect on the response of the audience

-action means the audience are fully behind the vision and are certain of implementation

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