

# THE PUBLIC ACCOUNTANTS EXAMINATIONS BOARD

*A Committee of the Council of ICPAU*

## ATC(U) EXAMINATIONS

### LEVEL ONE

#### COMMERCIAL ENVIRONMENT - PAPER 4

**TUESDAY, 4 JUNE 2013**

#### INSTRUCTIONS TO CANDIDATES:

1. Time allowed: **3 hours 15 minutes**.  
The first 15 minutes of this examination have been designated for reading time. You may not start to write your answer during this time.
2. This examination contains Sections **A, B, C** and **D**.
3. Section **A** is bound separately from Sections **B, C** and **D**.
4. Attempt all the 20 multiple-choice questions in Section **A**. Each question carries 1 mark.
5. Attempt the compulsory comprehension question in Section **B** carrying 20 marks.
6. Attempt **two** of the **three** questions in Section **C**. Each question carries 15 marks.
7. Attempt **two** of the **three** questions in Section **D**. Each question carries 15 marks.
8. Write your answer to each question on a fresh page in the answer booklet.
9. Please, read further instructions on the answer booklet, before attempting any question.

## SECTION B: COMMUNICATION

*This section has one compulsory question to be attempted.*

### Question 2

The term curriculum vitae (CV) is from Latin, meaning 'course of life.' This term is commonly used in Africa, Asia, Europe and the Middle East to refer to a document that provides a variety of detailed information about a job seeker.

A CV is aimed at earning you an interview; therefore, it must be very neat and **presentable**. It should never be handwritten.

In the United States of America, the term CV is mainly used when one seeks a job as a scientist, academician or researcher. Otherwise, the term resume is commonly used to refer to the same kind of document. You may have **come across** this term because of influences from USA. Although people use these terms **interchangeably**, American resumes are quite brief and do not generally include personal information such as date of birth, religion and nationality.

Today you can find many different designs for the CV illustrated in various computer programmes, e.g. Microsoft Word. These are designed to help people easily prepare suitable CVs for various purposes. Such **customized** CVs are classified according to the purpose they were designed to serve; e.g. contemporary CV, professional CV, and elegant CV etc. They display appropriate headings and subheadings to be used in **order of priority** for different types of jobs seekers.

Although one can get ideas on layout and content of a CV from such samples, it is unlikely that your CV will stand out and **make an impact** on a **prospective** employer if it looks exactly like others. Remember that the CV is basically a **marketing tool** that must speak for you in your absence. It is your **gateway to employment**. In addition, it is a document that helps you focus on the direction of your career growth once you have started working.

Your CV should therefore be as perfect as you can possibly get it to be. CVs are often required urgently since employers sometimes give a very limited period within which prospective employees are expected to have responded. You should therefore keep a **hard copy** of your CV, and a soft copy too. Your CV should **evolve** as you evolve in your career, and it therefore requires constant updating.

*Adapted from: New Integrated English Students Book 4.*

**Required:**

- (a) Suggest a suitable title for the passage. (2 marks)
- (b) Provide a suitable word to replace each of the following words as used in the passage:
- |                      |               |
|----------------------|---------------|
| (i) Presentable      | (Paragraph 2) |
| (ii) Interchangeably | (Paragraph 3) |
| (iii) Prospective    | (Paragraph 5) |
| (iv) gateway         | (paragraph 5) |
| (v) evolve           | (Paragraph 6) |
- (5 marks)
- (c) Explain the meaning of the following phrases as used in the passage:
- |                        |               |
|------------------------|---------------|
| (i) Come across        | (Paragraph 3) |
| (ii) Order of priority | (Paragraph 4) |
| (iii) Make an impact   | (Paragraph 5) |
| (iv) Marketing tool    | (Paragraph 5) |
| (v) hard copy          | (Paragraph 6) |
- (10 marks)
- (d) Give reasons why a CV must be:
- |                            |
|----------------------------|
| (i) presentable.           |
| (ii) regularly updated.    |
| (iii) kept as a hard copy. |
- (3 marks)  
(Total 20 marks)

**SECTION C: COMMUNICATION**

*Attempt two of the three questions in this section*

**Question 3**

The Institute of Certified Public Accountants of Uganda (ICPAU) has organized a function to present prizes to the best candidates during the June 2013 examinations. The function is scheduled for 7 July 2013 at ICPAU offices.

**Required:**

- (a) Design an invitation card for the function. (10 marks)
- (b) Give **five** important features of effective written communication. (5marks)  
(Total 15 marks)

#### Question 4

You are the general manager of Red Top Petrol Station and your cashier has just resigned on short notice.

**Required:**

- (a) Design a job advertisement to be published in a newspaper. (13 marks)
  - (b) Mention **two** important characteristics of a good signpost. (2 marks)
- (Total 15 marks)**

#### Question 5

Vine Top Distillers Ltd is making arrangements to launch a new product on the market. The function is scheduled for 7 July 2013. Many artists are expected to perform at the function. The chief guest will be the minister of trade and industry. Entry tickets for the launch can be obtained from any Vine Top Distillers Ltd agents. There are guests who have to be invited.

**Required:**

- (a) Design invitations for the guests and artists. (10 marks)
  - (b) Give **three** promotional methods of communication. (3 marks)
  - (c) Explain how effective communication facilitates product promotion. (2 marks)
- (Total 15 marks)**

## SECTION D: COMMERCE

*Attempt two of the three questions in this section.*

### Question 6

- (a) Explain the uses of each of the following documents to a company:
- (i) Articles of association. (3 marks)
  - (ii) Memorandum of association. (3 marks)
  - (iii) Prospectus. (3 marks)
- (b) Explain **three** ways in which the government can support the private sector.
- (6 marks)  
(Total 15 marks)

### Question 7

- (a) Distinguish between informative advertising and persuasive advertising.
- (4 marks)
- (b) Explain **five** functions of advertising in business.
- (5 marks)
- (c) Explain **three** disadvantages of advertising to a consumer.
- (6 marks)  
(Total 15 marks)

### Question 8

- (a) Define the following terms as used in insurance:
- (i) Pooling of risks. (3 marks)
  - (ii) Sum insured. (2 marks)
  - (iii) Fidelity guarantee. (2 marks)
  - (iv) Insurer. (2 marks)
- (b) Explain any **three** basic principles of insurance.
- (6 marks)  
(Total 15 marks)