

EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT
FIRST YEAR SECOND SEMESTER EXAMINATION IN BACHELOR OF BUSINESS ADMINISTRATION
HONOURS / BACHELOR OF COMMERCE HONOURS - 2018/2019 (MAR 2022)
(PROPER/REPEAT)

COM 1042 BUSINESS SKILLS DEVELOPMENT

TWO (02) HOURS

To be completed by the candidate.

Examination Index Number:

Calculators are permitted

Instructions to Candidates	For Examiner's Use only	
	Question No.	Marks
1. This paper has 05 questions in 11 pages. 2. Answer all the questions in two hours. 3. Write your answers clearly in the spaces provided on the examination paper. 4. This paper should be handed over personally to the supervisor/ invigilator	01	
	02	
	03	
	04	
	05	
	Total	

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COM 1042 BUSINESS SKILLS DEVELOPMENT

Answer All Questions.

Time: 02 Hour

Q1 i) Underline the appropriate answer for the following questions from the given choices.

1. The following is/are the most effective way/s of communication:
A. Verbal B. Non-verbal C. Written D. All of the choices
2. When is the communication process completed?
A. When the receiver understands the message B. When the message enters the channel
C. When the sender transmits the message D. When the message leaves the channel
3. Which of the following activity/activities are carried out while creating a marketing strategy?
A. Developing marketing objectives B. Creating alternative plans
C. Forecasting the expected results D. All of the above
4. Which of the following marketing mix activity is most closely associated with newsletters, catalogues, and invitations to organization-sponsored events?
A. Pricing B. Promotion C. Distribution D. Product
5. Mathushika spends all her after-lecture hours to practice more and more sample question papers. She wants to do well in her exams. This is an example of:
A. Self-awareness B. Self-motivation C. Self-regulation D. All of the choices
6. Quality/qualities of self-motivated people is/are:
A. They are focused B. They know what is important
C. They are dedicated to fulfilling their dreams D. All of the above
7. The final aim of negotiation is to:
A. win at all cost B. implement an agreement between two parties
C. end a dispute D. reach an agreement
8. _____ is the informal exchange of information or services among individuals, groups, or institutions who have grouped together for some common purpose.
A. Negotiation B. Networking C. Marketing D. Time management

(08 Mar

ii) Mark whether the below-mentioned statements are TRUE or FALSE by underlining the correct answer.

1. Modern marketing means selling goods and services that have been produced: TRUE / FALSE
2. Persuasive skills refer to the talent of changing the attitudes, beliefs, or behaviors of a person or group towards another person, group, event, object, or idea: TRUE / FALSE
3. Both encoding and decoding of message are influenced by our emotions: TRUE / FALSE
4. The value that is put for a product is known as 'Revenue': TRUE / FALSE
5. The main aim of networking is to make as many sales as possible: TRUE / FALSE
6. Managing time well enables an individual to do the right thing at the right time: TRUE / FALSE
7. Cash flow statement is helpful in determining the financial position of a firm: TRUE / FALSE

(07 Marks)

iii) Fill in the blanks with suitable words given below:

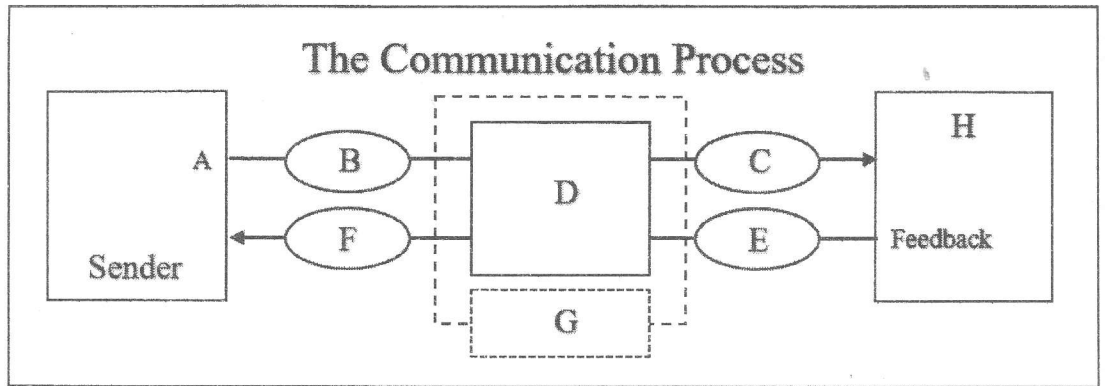
(self-regulation, financial, negotiation, persuasive, communication, succession, networking, marketing, self-motivation, integrative, strategic, distributive)

1. The imparting or exchanging of information by speaking, writing, or using some other medium is called as
2. A plan is a written strategy for selling the products/services of a new business.
3. A bargaining approach in which the negotiators try to move from a positions-based approach to an interests-based approach is called as bargaining.
4. planning is the process whereby an organization ensures that employees are recruited and developed to fill each key role within the company.
5. is having the initiative to do a task or activity without being supervised or being told to do.

(05 Marks)

(Total: 20 Marks)

- i) The following diagram shows the process of communication in which some elements have been labeled with English capital letters. You are requested to identify the respective elements and write below.



- A: E:
 B: F:
 C: G:
 D: H:

(04 Mar)

- ii) The following are some examples of ways of communication that belong to four different categories of communication. State the respective communication category to each way of communication by putting correct **numbers** in the boxes.

(1: Verbal communication, 2: Non-verbal communication, 3: Written communication, 4: Visualizations)

Way of Communication	Communication Category	Way of Communication	Communication Category
A. Radio		B. Maps	
C. Magazines		D. Letters	
E. Graphs and charts		F. The way of acting	
G. Gestures		H. Television	
I. Body language		J. Telephone	

(05 Mar)

iii) There are many barriers to communication and these may occur at any stage in the communication process. State **four** common barriers to effective communication:

1.
2.
3.
4.

(02 Marks)

iv) State the **four** negotiation styles suggested by **Warner's Style Model**:

1.
2.
3.
4.

(02 Marks)

v) When choosing **negotiation approaches**, more importance needs to be given to the '**time**' factor. A negotiation scenario is provided below. Identify the mistakes made by the negotiators and provide your suggestion to make such negotiation effective.

An employee union representative and a CEO decided to negotiate employee welfare. The negotiation was scheduled for the 2nd of December 2020 at 9.30 a.m. On the same day, the employee union representative came to the place of negotiation at 9.20 a.m. Due to the busy works, the CEO went to the place at 10.10 a.m. The negotiation started at 10.15 a.m. The union representative used the storytelling method to explain the issues. He talked for more than 30 minutes every time he had the chance. By 2.30 p.m., the negotiation was postponed to another date because the CEO wanted to attend a meeting with the Minister of Agriculture. The second negotiation on the same matter was held on 15th July 2021, but no solutions were reached. The third negotiation on the same issue was held on 3rd January 2022, but no solutions were reached again. The next negotiation will take place in July 2022.

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(04 Marks)

- vi) The following table has been prepared using **Stephen Covey's Time Management Matrix**. You are required to fill in the blank cells in the table.

Dimension	Name of the quadrant	Key action
Important-Urgent	Manage
Important-Not urgent
Not important-Urgent	Deception
Not important-Not urgent

(03 Marks)

- vii) Define the term '**Goal-setting**' and state **three** benefits of goal setting.

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(05 Marks)

(Total: 25 Marks)

3 i) A premium cake shop is going to introduce a cake with a new design for wedding ceremonies. The price of the cake will be Rs. 80,000 per cake. The estimated cost of producing this cake is as follows:

	Rs.
Designing fee of the cake designer (one-time fee)	800,000
Printing cost for printing on the cake	9,000
Cost for designing the cake artworks digitally	250,000
Cost of preparing a cake	5,000
Cost of baking per cake	3,000
Cost of putting the icing on cake	5,000
Cost of a cake box	6,000
Cost of delivery per cake	2,000

Answer the following questions or fill in the blanks using the information above.

a) Total fixed cost and the variable cost per cake:

Total fixed cost:

Total variable cost:

(02 Marks)

b) To cover the total costs of cake manufacturing:

i. The expected number of cakes to be produced: cakes

Working

(03 Marks)

ii. The expected revenue: Rs.

Working

(02 Marks)

c) The expected number of cakes to obtain a profit of Rs. 500,000: cakes

Working

(02 Marks)

d) If a revenue of Rs. 2,000,000 is gained by the sales, the profit that the cake shop could earn:

Rs.

Working

(04 Marks)

ii) The following are some activities of a manager in an organization. Write the correct managerial role (as proposed by **Henry Mintzberg**) that related to each activity.

a) Assigning and administering a variety of financial, technological, and human resources:
b) Being responsible for avoiding any disruptions that can prevent achieving the needed outcomes:
c) Representing organization in social activities and events:
d) Building contacts with all stakeholders and oversee networking:
e) Delegating more when it is appropriate and conveying important information especially to their employees:
f) Carrying out important negotiations within the departments and organization:
g) Encouraging change and creativity by leading the implementation of new ideas:
h) Evaluating the organization from internal and external viewpoints, discovering related problems, and addressing them in due time:
i) Coaching, supporting, and guiding his/her subordinates:
j) Transmitting information outside the workplace taking the role of a brand ambassador:

(05 Marks)

iii) State **four** main principles of adaptive leadership.

1.
2.
3.
4.

(02 Marks)

iv) State **four** characteristics of emotional intelligence.

1.
2.

3.

4.

(02 Marks)

v) State **six** traits of an effective leader.

1.

2.

3.

4.

5.

6.

(03 Marks)

(Total: 25 Marks)

Q4 i) Assume that you are working in marketing department of Deleven Company. Production department has decided to go environment-friendly and produce some **products using recycled waste items** (e.g., waste papers, wasted banana leaves). You have been asked to create a marketing plan for such a new product which will be introduced in **April 2022** by your company. Therefore, think of a new product that can be produced using waste items and create a marketing mix for that product for the purpose of including in the marketing plan.

Deleven Company
Marketing Mix

Product

Price

Place

Promotion

(12 Marks)

ii) The marketing manager has developed following two marketing objectives with respect of the new product

Objective One: Increase profitability

Objective Two: Increase positive product reviews

As a student who studied marketing skills, do you think that these objectives need to be modified? If your answer is 'Yes', **modify** and **rewrite** these two objectives. If your answer is 'No', **justify** your answer.

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(03 Mar
(Total: 15 Mar

Q5 i) State the **four** steps involved in making a contingency plan.

1.
2.
3.
4.

(04 Mar

ii) State **six** components of an action plan.

1.
2.
3.
4.
5.
6.

(06 Mar

iii) State the **five** steps involved in creating a performance plan.

1.
2.
3.
4.
5.

(05 Ma
(Total: 15 Ma