

EASTERN UNIVERSITY, SRI LANKA

SECOND YEAR FIRST SEMESTER EXAMINATION
IN COMMERCE AND MANAGEMENT- 2018/2019 (DECEMBER 2021)

BUSINESS COMMUNICATION-OS ENG 2022

Time: 02 Hours

Index No:

Instructions to the candidates:

1. Answer all the questions on this paper itself.
2. Marks will be deducted for spelling errors and grammatical mistakes.
3. This paper consists of 10 pages.

For Examiner's use only

Question Number	Maximum Marks	Marks Obtained
01	25	
02	35	
03	15	
04	25	
Total	100	

Reading Skills

Q1: Read the following text and answer the questions that follow:

Known as the Spice Island, Sri Lanka was historically attractive to the Western nations for its spice riches. Sri Lanka's spices and allied products Suppliers export the most sought-after cinnamon, pepper, cloves, cardamoms, nutmeg, mace and vanilla. These grow in abundance all over the island in fertile and diverse soil types and varying temperature conditions.

56% of Sri Lankan agricultural exports consist of spices, allied products and essential oils. These varieties of condiments are used to season, flavour and aromatise various forms of cuisines across the world.

Cinnamon is the most important spice commodity among the spice sector. People in ancient Sri Lanka used Cinnamon for many purposes such as, medicine, spice, perfumery material & soft drink. At present the cinnamon is widely used in bakery products, pharmaceutical preparations & cosmetics worldwide. Cinnamon exports in primary form as well as in the value added form such as cut pieces, powder form and crushed form. Cinnamon is considered as unique product exporting from Sri Lanka. Sri Lanka is the world largest producer & exporter of Cinnamon to the world. Cinnamon has originated in Sri Lanka & it has unique characteristics, which can be Sri Lankan clove i branded under GI protection. Accordingly Ceylon Cinnamon introduced to the international market as a branded product namely "Pure Ceylon Cinnamon" which reflects a combination of several intrinsic characteristics of *Cinamomum Zylanicum*.

Pepper is the second important commodity among spices and Sri Lankan pepper has high intrinsic quality. The Sri Lankan Pepper has higher piperine content which gives it a superior quality and pungency. Pepper is offered in different grades for grinding and extraction of essential oils and oleoresins. In Sri Lanka pepper is grown in the wet and intermediate zones mostly as mixed crops.

Other spices such as cloves, cardamom, nutmeg and mace also have high aromatic flavour. s found to be richer in oil than those from other growing countries in the world. The odour, flavour and oil contents are the important criteria of cloves. Cardamom is popularly known as 'Queen of Spice'. Cardamom lands are generally termed as spice forests. Cardamom exports from Sri

Lanka constitute light green varieties. Nutmeg and mace are two distinctly separate spices derived from the same plant. It is an evergreen tree which grows in the up country in Sri Lanka.

Sri Lanka also has the potential for ginger, turmeric and vanilla cultivation and exports. Vanilla fragrance is important as a source of natural vanilla. It is used as a flavour ingredient in confectionary industry and also in perfume and pharmaceutical industries. The production of spice crops continues to be largely confined to mix home gardens particularly for pepper, cloves, nutmeg and cardamom. 70% of the Cinnamon is grown as a pure crop in small holdings. Further, out-grower systems and community based cultivations are linked with the exporters.

The above products can be exported in primary form, value added form such as gift packs, branded retail packs and powder form. In value addition companies have to use the upgraded technology for grinding and packaging of spices according to the buyers requirements.

At present companies engaged in the exports of high value products are used quality assurance at the several production stages of the raw material, pre-processing and final packing stages. If export companies can certify under GMP, HACCP and ISO, would receive more opportunities in the international trade.

In terms of foreign exchange earnings to the country, Spice exports have indicated US\$ 214Mn in year 2019 indicating 11.73% of growth. Net foreign exchange earnings from Spices & Allied product sector is recording above 80%.

Sri Lanka has taken several steps to enhance and improve the spice industry. Processing centres have been upgraded to achieve international quality standards such as HACCP. More emphasis is given to improve agronomic practices by educating farmers on good agricultural practices. Small producers are encouraged to follow good manufacturing practices when drying and processing these products.

With the increase of international demand for natural products, and the island's focus on enhancing and evolving its value added range, spices will continue to be a key facet of Sri Lanka's export income.

Source edited from: <http://www.srilankabusiness.com/spices/>

1. Give a suitable title to the text given above.

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Mark: 01

2. What is the most sought after products being exported to other countries from Sri Lanka, according to the text?

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Marks: 02

3. What percentage does the spice and allied products consist out of the total agricultural exports from Sri Lanka?

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Marks: 02

4. What is the brand name with which cinnamon is exported to the international market from Sri Lanka?

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Marks: 02

5. What do companies do in terms of value addition to spice being exported to other countries, according to the text?

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Marks: 03

6. According to the text, what are the quality assurance steps companies could follow in order to enhance better export capabilities?

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Marks: 03

7. What are the progressive steps being taken, as mentioned in the passage in order to improve the spice industry in Sri Lanka?

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Marks: 03

8. What was the significant contribution to the economy, according to the passage, made by the spice export business in the year 2019?

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Marks: 03

9. Summarize the text in 30 words.

Marks: 06

Total Marks: 25

English language Structure

Q2: I. Fill in the blanks by using the correct tenses in the dotted lines. Base form of the verbs is given in the brackets.

1. The lecture (go) on for three hours as scheduled.
2. We..... (finish) the task ahead of the deadline yesterday.
3. They (move) to the new town once the housing is finalised.
4. They printed the document on time when they..... (want) to make an informed decision.
5. Failing to plan is.....(plan) to fail as the saying goes.
6. The International Mother Language day.....(observe) on 21st February every year.
7. They(smoke) a lot then but gave up the habit now.
8. Motivation is a factor that.....(trigger)performance in every individual.
9. Creativity and innovation.....(be) the two facets of every film director.
10. Philip Cotler (consider) as a marketing guru in the academic world.

(Total Marks: 10 x 1.5=15)

II. Change the following sentences into passive voice and rewrite them in the lines provided.

1. The group will provide you support again.

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2. They have changed the work schedule.

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3. They were interviewing the shortlisted candidates for the post advertised.

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4. The chief examiner told them not to disturb the fellow candidates in examination hall.

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5. The supervisor will examine the research report before he proceeds further.

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6. The lecturers encourage the students to develop their English language fluency.

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7. The workers need to improve the communication with the managers.

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8. I have attached the meeting minutes for your corrections and inclusions.

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9. The faculty has listed and displayed the scholarship recipients for this year.

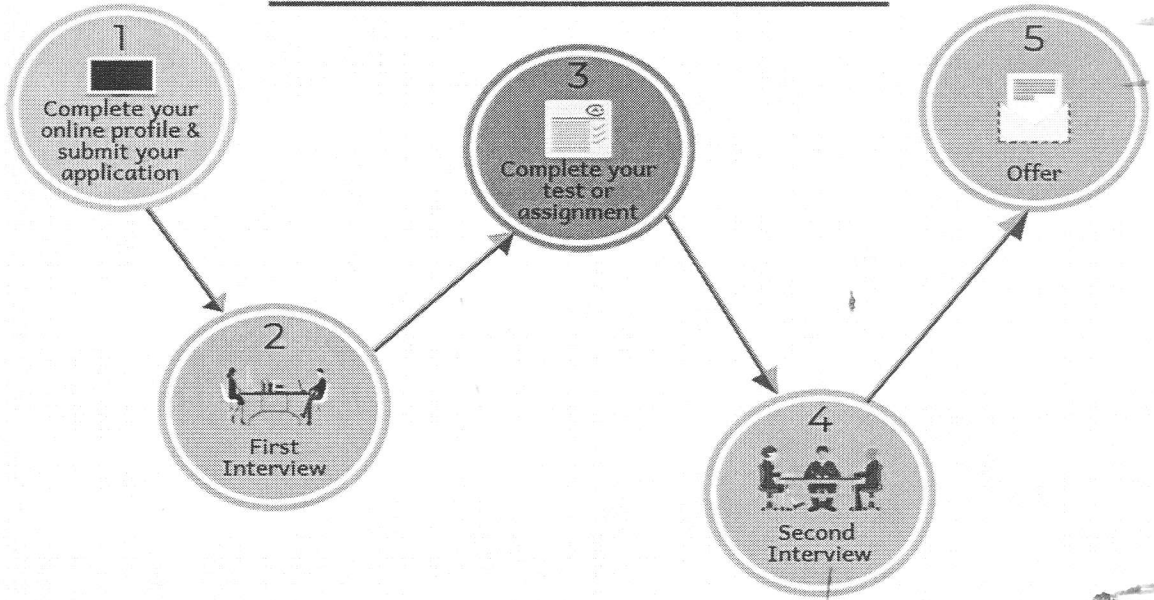
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10. We corrected some errors in the set of data presented in the article.

(Total Marks: 10 x 2 = 20)

Writing Skills

Q3. Describe the following process in 75-100 words

Process of Recruitment



Source: <https://tekshapers.com/blog/How-to-Improve-Your-Recruitment-Process>

(Total Marks: 15)

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Q4. Write an essay on any one of the topics given below:

- 1. Importance of English Language fluency for employment in Sri Lanka**
- 2. Online learning Vs Traditional face-to-face learning at universities: Advantages and disadvantages**

Words: 200

(Total Marks: 25)

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