

**EASTERN UNIVERSITY, SRI LANKA  
FACULTY OF COMMERCE & MANAGEMENT**

**FIRST YEAR FIRST SEMESTER EXAMINATION IN BACHELOR OF BUSINESS  
ADMINISTRATION /BACHELOR OF COMMERCE- 2017/2018**

**Proper/Repeat (July/August 2019)**

**ENG 1012 BUSINESS COMMUNICATION**

Index No: .....

**Time: 02Hours**

**Instructions to the candidates**

1. Answer all the questions on the question paper itself.
2. Marks will be deducted for wrong grammar and spelling.
3. This paper consists of 12 pages.

**For Examiner's use only**

Question Number	Maximum Marks	Marks Obtained
01	25	
02	10	
03	10	
04	10	
05	20	
06	25	
<b>Total</b>	<b>100</b>	

## Section 1 Reading Skills

### 1. Reading Comprehension

Read the text given below and answer the questions that follow:

The internet and social media provide young people with a range of benefits, and opportunities to empower themselves in a variety of ways. Young people can maintain social connections and support networks that otherwise wouldn't be possible, and can access more information than ever before. The communities and social interactions young people form online can be invaluable for bolstering and developing young people's self-confidence and social skills.

The use of social media and networking services such as Facebook, Twitter, Instagram and Snapchat have become an integral part of Australians' daily lives. While many associate social media with a degradation of young people's social networks and communication skills, a literature review published by the Young and Well Cooperative Research Centre found that social networking services actually play a vital role for in young people's lives - delivering educational outcomes; facilitating supportive relationships; identity formation; and, promoting a sense of belonging and self-esteem.

Social networking services can provide an accessible and powerful toolkit for highlighting and acting on issues and causes that affect and interest young people. Social networking services can be used for organising activities, events, or groups to showcase issues and opinions and make a wider audience aware of them. E.g. Coordinating band activities, fundraisers, and creating awareness of various causes.

Social networking services can be used to hone debating and discussion skills in a local, national or international context. This helps users develop public ways of presenting themselves. Personal skills are very important in this context: to make, develop and keep friendships, and to be regarded as a trusted connection within a network. Social networking services can provide young people with opportunities to learn how to function successfully in a community, navigating a public social space and developing social norms and skills as participants in peer groups.

Source edited from: <https://schools.au.reachout.com/articles/benefits-of-internet-and-social-media>

#### Question 1.1

Write in the spaces given, whether the following statements given below are **True** or **False** based on the information given in the Reading Text above.

1. Social media is beneficial for the boys and girls of mature age. ....
2. Social media does not provide information than ever before .....  
.....
3. Social media boosts self-confidence of the youths .....  
.....

4. This article quotes a literature review on social media all over the world. ....
5. Social networking services can be a powerful toolkit for the young people on social initiatives. ....

(05 x 01-05 Mar)

**Question 1.2**

Give short answers to the following

1. What is this text about?

.....

(2 marks)

2. List out from the text at least four main benefits of having access to Internet and the Social media?

.....  
.....  
.....

(2 marks)

3. What country does this article refer to in terms of the research being spoken of?

.....  
.....

(2 Marks)

4. Whose research, according to the article, provides support that social networking is useful?

.....  
.....

(2 Marks)

5. How do social networking sites help one to improve debating and speaking skills of a person?

.....  
.....  
.....

(2 marks)

6. According to the text, mention some of the social networking sites that have become an important part of an Australian's daily life?

.....  
.....  
.....  
(2 marks)

How does a toolkit provided by a social networking service help someone to initiate desired activities?

.....  
.....  
.....  
(2marks)

**Question 1.3**

Give similar words for the following

empower .....

bolstering .....

accessible .....

hone .....

navigating .....

vital .....

(06 x 01 = 06 Marks)

(Total: 25 Marks)

**B. Summary Writing Skills**

**Question 2.**

Read the text given below and write the summary in 60 words

“Reading makes a perfect man”. Every person must read. Reading plays an important role in a person’s life. By reading newspapers, we gain knowledge on current topics and come to know day to day events and activities occurring locally and globally.

There are many kinds of newspapers we could read every day. They contain different types of news and articles, providing variety of valuable information. Therefore it is very important for all of us to read newspapers.

By reading newspapers we can learn about the political situations, environmental issues, developments in the educational field and other areas, the condition of weather, economic status, social development and also sports news in the local and foreign arena. There are newspapers printed in different language by different organization in Sinhala, Tamil and English in Sri Lanka. Some are daily newspaper and others are weekend papers.

There are newspapers for children too. Some of the children's newspapers are in three languages. The Sunday Observer, and the Sunday Times are two mainstream English newspapers, providing information to every section of the society including children. Especially, children improve their language ability through reading these newspapers.


(Total: 10 Marks)

## Section 2 English Language Structure

### Question 03

Underline the most suitable answer given for each question.

1. Let the flowers .....

- a) not plucked
- b) not be plucked
- c) not be plucking
- d) not been plucked

2. You ..... to lend me your log book.

- a) are requesting
- b) requested
- c) are requested
- d) have requested

3. When you phoned, I ..... in the office.

- a) am working
- b) was working
- c) have been working
- d) will be working

4. I ..... my assignment. What shall I do now?

- a) did
- b) have done
- c) will do
- d) do

5. She ..... as an expert.

- a) regarded
- b) was regarded
- c) will regard
- d) is regarding

6. I think my ankle .....
- a) broke
  - b) is broken
  - c) has been broken
  - d) Either 'is broken' or 'has been broken'
7. She ..... all her childhood in Europe.
- a) spend
  - b) spends
  - c) spent
  - d) has spent
8. I ..... the manager yesterday morning and he told me that he was leaving his native place.
- a) have seen
  - b) had seen
  - c) saw
  - d) seen
9. What ..... at 4 o'clock yesterday evening?
- a) were you doing
  - b) are you doing
  - c) will you be doing
  - d) did you do
10. The phone rang while I ..... dinner.
- a) had
  - b) am having
  - c) was having
  - d) have been having

(Total: 10 x 01 = 10 Ma

Question 04

Rearrange the following words and make meaningful sentences.

become / a / Internet/ source/ knowledge/ has/ good/of.

.....

is / playing/ manager / his/ the/ with/ dog/ in/ playground/ the

.....

e-mails / check/ computer/ her/ on/ switched/ she/ to/ the

.....

phoned / but/ answered/ we/ nobody/ twice.

.....

good/people/ leaving/ island/ young/ are/ the/ seeking/fortune.

.....

can / money/ pay back/ I/ the/ when/ you/ gave/ you?

.....

found / library catalogue/library/ a/ items /a/ of/ all/ bibliographic/ a / is/ in/ a/ register

.....

hate/ who/ I/ blame / supervisors/ reason/ for/ no/workers.

.....

I/ pick up/ will/ at/ training / my/ manager/airport/ the.

.....

present /and /demanding /science /become /discipline/ library/has / information/ a /at .

.....

(Total: 10 x 01 = 10 Marks)



**Section 3 Writing Skills**

**Question 05**

Write a letter to the Dean of your faculty requesting permission for a one-day educational business trip to an Industrial site in the eastern province in your capacity as the president of the students' Union of your faculty.

(Marks will be awarded based on the following:

Content-format punctuation- grammar- sentence structure-spelling-neat and clear handwriting)

(Total: 20 Marks)

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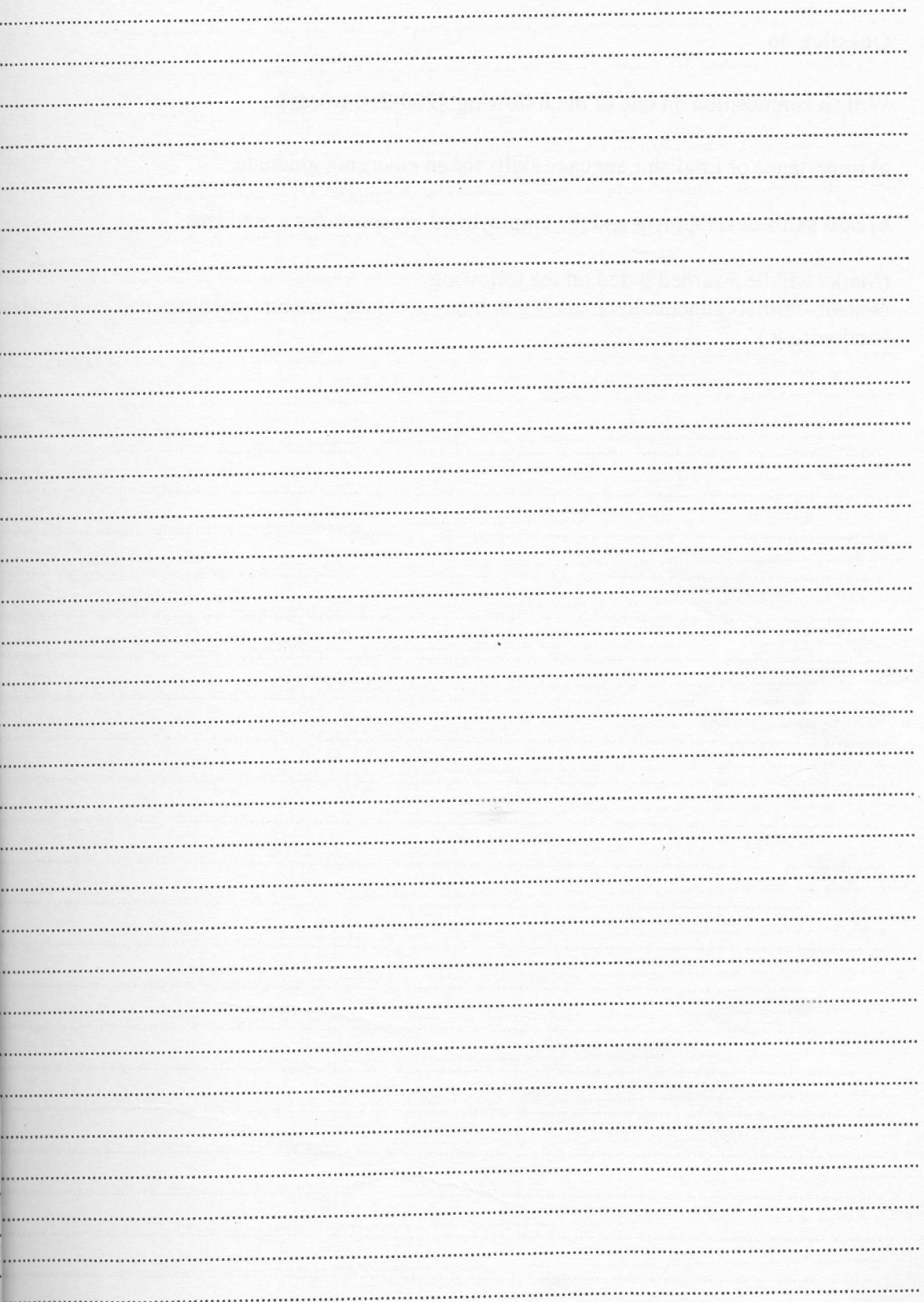
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**Question 06**

Write a composition on one of the following. [200-250 words]

- a) Importance of English Language skills for an emerging graduate
- b) Soft skills development and the employment prospects for a graduate

(Marks will be awarded based on the following:  
content -format- punctuation marks- grammar- sentence structure-spellings and neat and clear  
handwriting.)

(Total: 25 M.)

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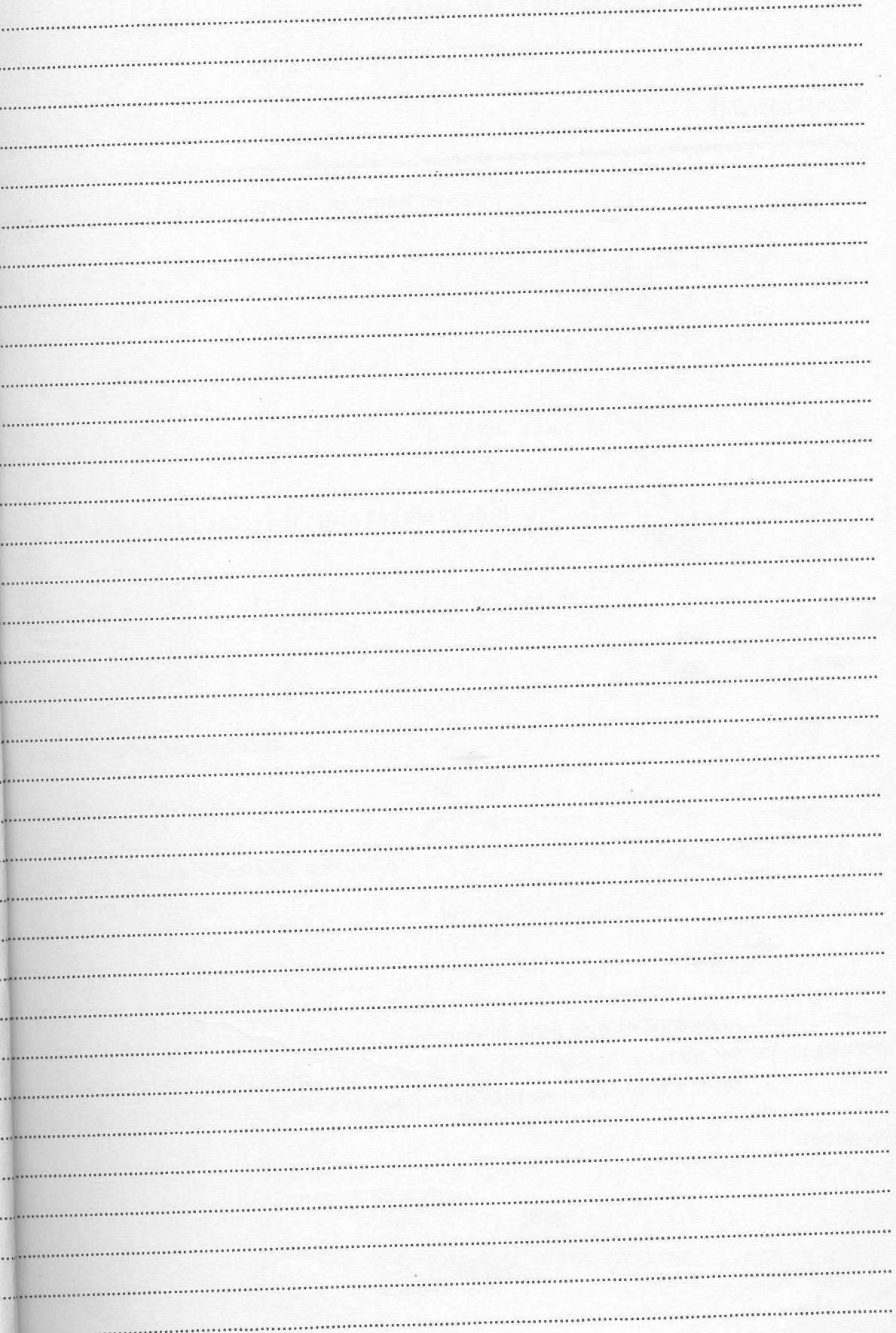
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