

EASTERN UNIVERSITY, SRI LANKA

FIRST YEAR FIRST SEMESTER EXAMINATION IN
BACHELOR OF COMMERCE/BACHELOR OF BUSINESS ADMINISTRATION – 2016/2017
PROPER/REPEAT (July/August 2018)

Business Communication: ENG 1014

Time: 03 Hours

Index No:

Instructions to the candidates

1. This paper consists of **EIGHT (08)** pages including this cover page.
2. Answer all the questions on this paper itself.

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Section	Maximum Marks	Marks Obtained
Section 1	35
Section 2	30
Section 3	35
Total	100

Section 1: Reading skills

From local specialty food shops to multimillion dollar social media companies, many businesses only exist thanks to the vision and dedication of an entrepreneur. No matter the size or industry, starting a company requires a set of skills and **attributes** not all workers possess. Although their levels of education and experience may vary, successful entrepreneurs often share the same set of characteristics

Often, workers are motivated to go to work every day simply to earn a paycheck or even simply not to get fired. An entrepreneur is intrinsically motivated as there is typically no financial reward in the beginning stages of starting a business. Rather than wait for progress and success, an entrepreneur takes whatever action is necessary to facilitate these things. Much of this self-motivation is because entrepreneurs enjoy a challenge and are naturally competitive.

Whether overseeing a team of two or 200, entrepreneurs must have strong leadership qualities, according to Jason Bowser in his article, "8 Traits of Successful Entrepreneurs," published on the Minority Business Development Agency website. All companies experience **ups and downs**, and an entrepreneur must have the ability to motivate his employees to work together toward their goals, which requires earning their trust and respect. Entrepreneurs must also have excellent communication skills as they will work with a variety of types of personalities in dealing with employees, clients and investors.

Risk is inherent when starting a business. According to Joe Hadzima in his article "Seven Characteristics of Highly Effective Entrepreneurial Employees," entrepreneurs must be able to "operate effectively in an environment filled with risk." This requires possessing well-developed decision-making skills, even in the face of failure, as well as being **flexible** enough to alter methods when things do not go as planned.

All businesses began with an idea, such as create fashionable apparel from recycled clothing or connect travelers all over the world with a free online travel network. The ability to not only come up with new ideas but develop and improve them as the business grows is an essential characteristic of a good entrepreneur. These individuals are constantly **scrutinising** their products, services and business model in an effort to find ways to improve.

Entrepreneurs often answer only to themselves and must therefore possess a "strong sense of basic **ethics** and integrity," Bowser states. Although some new business owners may experience immediate success through cheating or lying, in the long run, clients and investors will lose interest in doing business with an entrepreneur who lacks credibility.

(Extract from: <http://smallbusiness.chron.com/good-characteristics-entrepreneur-18385.html>)

Q.A Answer the following based on the reading text given above.

1. Give a suitable title for the above text

.....

2. What are the essential characteristics mentioned in the text about successful entrepreneurs (mention at least three of them)?

.....

3. According to paragraph 2, why does an entrepreneur intrinsically motivated ?

.....

4. Which article, according to the text written by Jason Bowser mentions about the traits of successful entrepreneurs?

.....

.....

5. Whose article, according to the text, highlights the fact that risk is a factor present from the beginning of a business?

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.....

(05 x 03 = 15 marks)

Q.B: Give similar words for the following from the text:

1. attributes

2. ups and downs

3. flexible

4. scrutinising

5. ethics

(05 x 02 = 10 marks)

Q.C: There are four different styles of writing namely expository, descriptive, persuasive, and narrative. Identify the style of writing being employed by the writer of the text.

.....

(03 marks)

Q.D: Summarise the text in to 40 words

(07 Marks)

Total: 35 Marks

Section 2: English Language structure

Q.A: Fill in each blank with the correct form of the verb given in brackets

So many entrepreneurs (1) (come) up with amazing business ideas. However they..... (2) (be) unable to scale during the growth phase, only to see their business dreams(3)(crash) and burn by the end of year one. Any good business coach will always (4) (stress) upon learning the fundamentals of running a business. It's the fundamentals that lead to the top. Fortunately, the fundamentals (5) (remain) the same for all businesses big and small.

Here are a few things all small business owners must practice if they want to see their investments soar: the biggest reasons small businesses have such a hard time surviving.....(6) (be) because they run out of cash. It's not the lack of profits but the mismanagement of ready money that..... (7) (drive) entrepreneurs to despair. Figure out the inventory and cash-at-hand needs of your business early on. Figure out what..... (8) (affect) your cash position and fix it!

Entrepreneurs are so(9) (caught) up in their own businesses, that they ignore the competition, oftentimes until it's too late. Understand what they..... (10) (do), how they are pricing products/services similar to yours and marketing their offerings. Then create counter-strategies to help your business come out on top. This is an extremely important aspect of running a small business.

(10 x 01 = 10 Marks)

Q.B: Fill the missing phrases in the sentences by choosing among the followings.

(machines, difference between, higher education, terrible accident, in the circular, form of correspondence, general manager, recruitment agency, recommended candidates, parking facilities)

1. The auditor discovered that there was a the cash book and the bank balance.
2. The students were agreed to follow the regulations as it was
3. Many people use email as a formal
4. This particularhas a remarkable record for filling job vacancies.

5. The main reason for this is that they make sure that their are suitable.
6. Mr. Silva will be appointed as the of the company.
7. She's shocked, because she has seen a
8. They have improved in their office.
9. She went to Australia for her
10. have become our masters instead of making them our slaves.

(10 x 01 = 10 Marks)

Q. C: Change the following sentences into passive voice.

1. We will examine you again.

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.....

2. They have changed the date of the meeting.

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3. They were interviewing her for the job.

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4. The professor told them not to talk in class.

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5. The supervisor will examine the report before he sends it to the manager.

.....
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6. The lecturers encourage the commerce faculty students to develop their presentation skills.

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.....

7. The management needs to improve the communication with the students.

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8. I have attached the current status report for your consideration.

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9. The real estate agent listed several houses in this year.

.....
.....

10. We corrected two serious errors of income before the auditor revised the accounting records

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(10 x 01 = 10Marks) Total: 30 Marks

Section 3: Writing Skills

Q.A: Write a paragraph using the following diagram given below in about 40 – 50 words:

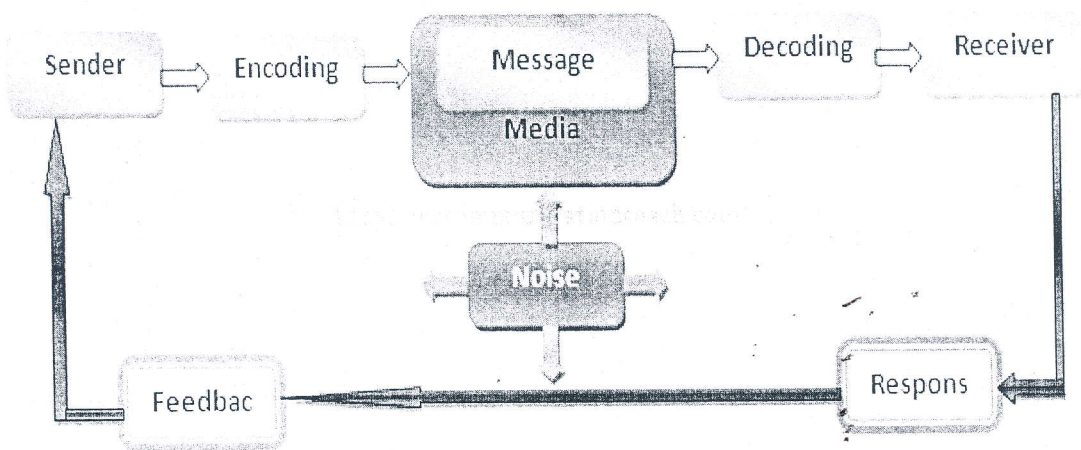


Figure: The Business Communication Process

(15 marks)

Q.B: Write a composition on any one of the followings in about 200 words: (20 marks)

- 1. Your vision and plan for a future business you want to undertake
- 2. A career you would like to select for your future
- 3. Social media and business promotion

Total: 35 Marks

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