

EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE & MANAGEMENT
FIRST YEAR SECOND SEMESTER EXAMINATION IN
BUSINESS ADMINISTRATION / COMMERCE 2007/2008 [Sep. 2009]
Proper
ENG: 1113 – ENGLISH FOR COMMUNICATION

Index No:-

Time: 03 hours

Answer all questions on this paper itself.

Write neatly and clearly.

For Examiner's use only

Question Number	Maximum Marks	Marks Obtained
I	10
II	10
III	10
IV	10
V	20
VI	20
VII	20
	-----	-----
Total	<u>100</u>	_____

Examiner's Name :

Examiner's Signature :

Date :

Question I

Read the following statements about Bank cards and answer the following questions.

- a. Notify the bank immediately.
- b. Never leave your card un-attended in a car.
- c. Tap in your Personal Identification Number.
- d. Insert your card
- e. Always keep your card separate from your cheque book.
- f. Confirm in writing within 7 days.
- g. You can use it to withdraw cash from any bank world – wide.
- h. If you find your card again, cut it in half and return it to the bank.
- i. You can use it to withdraw cash from cash dispensers.
- j. You can use it to order over the phone.
- k. Memorize your PIN and never keep it with your card.
- l. Collect money and card.



1. Why card is convenient?

A] _____

B] _____

C] _____

2. What is the use of cash dispensers?

3. How can you to safeguard your card?

A] _____

B] _____

C] _____

4. What do you do if you lose your card?

A] _____

B] _____

5. What is PIN ?

[10 marks]

Question: II

Match the words under column A with their meanings under column B. Write the correct letter.
The first one has been done for you.

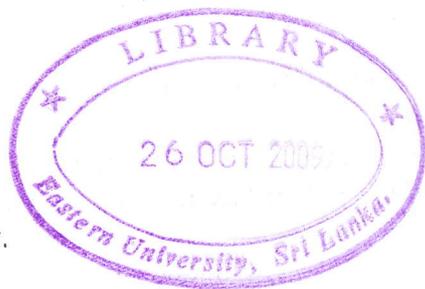
[A]

- | | | |
|-----|--------------|-----------|
| 1. | Book Keeping | [...g...] |
| 2. | Debt | [.....] |
| 3. | Account | [.....] |
| 4. | Trade marks | [.....] |
| 5. | Bankruptcy | [.....] |
| 6. | Ledger | [.....] |
| 7. | Dividend | [.....] |
| 8. | Premium | [.....] |
| 9. | Input | [.....] |
| 10. | Balance | [.....] |
| 11. | Margin | [.....] |

[B]

- a. the legally declared state of being unable to pay debts.
- b. Record book of debits and credits.
- c. A share of profits divided among the shareholders of a corporation.
- d. The difference between cost and selling price.
- e. data fed into a computer.
- f. The difference between debits and credits.
- g. Is the day to day recording of transactions of an enterprise.
- h. Is a sum of money owed.
- i. A book keeping record of business transactions.
- j. Are intangible assets consisting of the right to exclusive use of particular marks or m
- k. A payment usually for an insurance policy.

[10 x 1 = 10 marks]



Question: III

Read the following passage and answer the questions that follow.

Dealing with people

In business, people have to deal in person with all kinds of people. You may have to use English when talking to different people within your company who don't speak your language: these may be colleagues or co-workers, superiors or subordinates – who may work with you in your own department, in another part of the building or in another branch. And you may also have to deal in English with people from outside the organization: clients, suppliers, visitors and members of the public. Moreover, these people may be friends, acquaintances or strangers – people of your own age, or people who are younger or older than you. The relationship you have with a person determines the kind of language you use.

This relationship may even affect what you say when you meet people: for example, it is not appropriate to say 'Hi, how are you!' when meeting the Managing Director of a large company or to say 'Good morning, it's a great pleasure to meet you' when being introduced to a person you will be working closely with within the same team.

Remember that people form an impression of you from the way you speak and behave not just from the way you do your work. People in different countries have different ideas of what sounds friendly, polite or sincere – and of what sounds rude or unfriendly! Good manners in your culture may be considered bad manners in another.

Remember also that your body language, gestures and expression may tell people more about you than the words you use.

1. Write two instances where you may have to use English?

.....
.....

2. Name some people with whom you may have to use English outside the organization

.....
.....

3. What determines the kind of language you use?

.....
.....

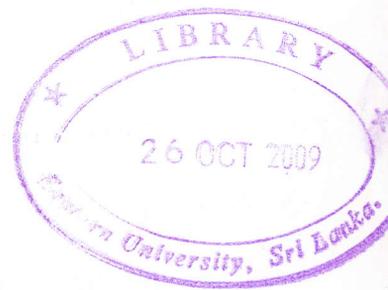
4. Why should you behave and speak in good way?

.....
.....

5. What are the other ways you can use than words to tell people more about you?

.....
.....

[5 x 2 = 10 marks]



Question: IV

Fill in the blanks with suitable words given below.

meeting,
co-operation,
companies,
business,

work relations,
telephone,
share holders,
employees

progressive interviews,
business letters,

01. _____ are a very important part of a country's economy.
02. A good _____ manner not only makes an impression in business, but it also helps to make money.
03. In _____, planning and writing reports are important skills.
04. Over two billion _____ are posted daily.
05. In very large firms the _____ have very little to do with the day - to - day running of the firm.
06. _____ with other people at the place of work include relationships with fellow employees, workers or colleagues.
07. In large firms, _____ join a trade union and ask the union to represent them to the management.
08. The larger the _____, the longer it may take to reach a decision.
09. _____ give the employees a chance to review the work they are doing and to set objectives for the future.
10. Diplomacy, friendliness and _____ are important in selling.

[10 marks]

Question: V

Read the following passage and answer the questions given below.

Firms are a very important part of the economy of a country. They are responsible for producing goods and services. Businesses use materials and change them in some way to produce goods or services. Businesses come in every shape and size. While the vast majority of the world's businesses are small, large firms often dominate the economy in many countries.

Large businesses offer very much more than small ones in a wide variety of ways. In many countries, there are both private and nationalized firms belonging to the government. A small private firm may have one owner but a very large firm has thousands of shareholders.

In very large firms, the owners have very little to do with the day-to-day running of the firm. They leave this to the management. Very large companies may be organized into several large departments, or divisions. The organizational structure of the companies is very hierarchical with the board of directors at the top and various departmental heads reporting to them. Often the only time the shareholders influence the board is at yearly shareholders' meetings.

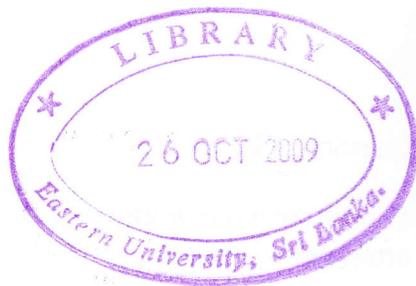
Some firms may only produce one product or service. Others may produce many different products. In fact they may seem to be like a collection of businesses inside one company. The bigger the company becomes the further it may expand geographically. Many large firms have manufacturing plants and trading locations in several different countries, spread around the world.

- 1) Indicate whether the following statements are true (T) or false (F) according to the passage.
- a) As majority of the World's companies are small, they dominate the economy of most countries.
 - b) Nationalised companies are the property of the Government.
 - c) Private companies do not have shareholders.
 - d) Shareholders in large firms participate in the day – to – day running of the firm.
 - e) Department heads of a firm report to the Board of Directors.

[5 x 1 = 05 marks]

2)

Answer the following questions in your own words.



f) What plays the major role in a country's economy?

.....

g) Who is the general organizational structure of a large firm?

.....

h) When can the shareholders of a company influence the board?

.....

i) What seems to be like a "collection of businesses"?

.....

j) How will you define "Multinational Companies".

.....

[5 x 3 = 15 marks]

Question: VI

Choose the word or group of words closest in meaning to the word underlined in each of the following sentences.

01. Competent secretaries are in great demand in the job market.
 - a) Good-looking
 - b) Courageous
 - c) Efficient
 - d) Lazy

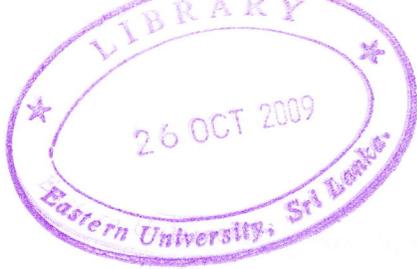
02. Over-population aggravates social and political instability.
 - a) makes worse
 - b) makes better
 - c) makes complicated
 - d) makes difficult

03. Thrift and Saving are considered important for capital formation.
 - a) Spending
 - b) Careful use of money
 - c) Buying
 - d) Waste

04. Corporations with complex operations maintain a continuous internal audit.
 - a) multiple
 - b) very hard
 - c) interesting
 - d) single

05. The open market policies of economic liberalization have contributed to the acceleration of economic growth.
 - a) delay
 - b) speed
 - c) difficulty
 - d) delay

06. At the shareholder's meeting, the company spokesperson gave the shareholders the gist of the annual report.
 - a) copy
 - b) full details
 - c) main idea
 - d) good news



07. The business section of a news paper gives the study of the current business situation.
- a) past
 - b) important
 - c) improved
 - d) present
08. Asian countries are adopting new technologies in their production process.
- a) neglecting
 - b) preferring
 - c) accepting
 - d) rearing
09. Promotion is the third element in the marketing mix.
- a) Advancement in rank or position
 - b) Going from one job to another
 - c) Effort to make a business or product successful
 - d) Publicity in the society
10. In some businesses, salespeople are supplied with a list of prospects.
- a) outlooks for the future
 - b) potential or likely customers
 - c) anticipation, expectation
 - d) possibility, probability

[10 x 2 = 20 marks]

Question: VII

Fill the blanks with phrases given below.

01. He was a gold watch when he retired.
02. We've been them over this since January
03. We expect to a large this dea
04. We may have to them to agree to our dema
05. We have just a new computer system
.....one of the major suppliers.
06. Unfortunately, there is a technica
information about these new processes.
07. What our customers are completely satisfied
our product?
08. I having to pay a handling charge to the fir
forwarders.
09. Their firm has just Apollo Internationa
10. Will you please us any change to the shi
date?

merged with,

lack of,

negotiating with,

notify us of,

proportion of,

make a large profit on,

put pressure on,

placed an order for with,

presented with,

I object to

[2x10=20 marks]