



EASTERN UNIVERSITY OF SRI LANKA

Second Year First Semester Examination in Bachelor of Business
Administration / Bachelor of Commerce -2012/2013
March/April-2015 Proper/Repeat/Re-Repeat

ENG -2022 Business Communication-II [Written]

INDEX NO:

Time: 02 hours

Answer all questions on this paper itself. Write neatly and clearly.

Marks will be deducted for wrong grammar and wrong spelling.

Total number of pages: 06 [Check pages before answering the questions]

For Examiner's use only.

Question Number	Maximum Marks	Marks Obtained
01	20
02	20
03	20
04	20
05	20
Total	100

Question 01.

Choose the correct preposition given below to fill the blanks meaningfully and write the answer in the space given.

of,	with,	on,	with,	at,	in,	of,	for,	without,	to
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- | | |
|-----------|-----------|
| [01]..... | [06]..... |
| [02]..... | [07]..... |
| [03]..... | [08]..... |
| [04]..... | [09]..... |
| [05]..... | [10]..... |

One of the most valuable assets that any business has, is its people. There should be highly qualified and motivated employees [01]..... shape the future of the business, making it more profitable and competitive.

People work to live. If they could live [02]..... working hard, they will never work. It means that there is always something that really motivates employees to work hard. That is why, they work hard.

Therefore, it is very important [03]..... managers, especially CEOs to have a motivation strategy to create and maintain the spirit [04]..... enthusiasm among employees.

One of the most important challenges that lies before the manager, is how to motivate employees [05]..... the best possible way.

Employees are motivated to work, only if their expectations are met [06]..... the work place. As a result, managers are compelled to draft a motivation plan that benefits employees and business.

To begin [07]....., employees should be partners of the business, especially success of the business, as motivation of people is directly based [08]..... what employees can gain from the business.

Managers or team leaders ought to share the organizational vision [09]..... employees based on the organizational hierarchy, so that employees have an idea [10]..... where to go and what to do to achieve business goals.

[Source: Sunday Observer, February 15, 2015, Page-46, Business & Finance VI]

[10x2=20marks]

Question 03.

Choose the correct word given below to fill the blanks meaningfully and write the answer in the space given.

accidentally ,	think ,	write ,	project ,	success ,
image ,	professionals ,	service ,	strategies ,	definition

- [01]..... [06].....
- [02]..... [07].....
- [03]..... [08].....
- [04]..... [09].....
- [05]..... [10].....

You may think that personal branding is only for celebrities, yet every one of us is a brand but the question is, is it our desired identity?

Personal branding, by [01]..... , is by which we market ourselves. As a brand, we can leverage the same [02]..... that makes these celebrities or corporate brands appeal to others.

As much as product and [03]..... brands your organization markets, face competition, you too face competition as [04]..... in the job market and are forced to compete to succeed.

Think about what [05]..... you want to portray to your target audience and how want to position yourself for [06]..... in the fiercely competitive environment.

Your brand is how you [07]..... yourself to the world. There is an element of choice here. You can decide on what to say or [08]..... to convey a certain image. Your projected image will influence what others [09].....of you and how they might choose to interact with you.

You may stumble upon this image [10]..... or you can deliberately target a specific type of image to be perceived by your stakeholders. You also have an internal brand. This is what you think of yourself-the question is, is there a difference?

[Source: Sunday Observer, February 15, 2015, Page-42, Business & Finance II]

[10x2=20marks]

Question: 05.

Write an **excuse letter** to your head of the department regarding your poor attendance because you were not permitted to sit the semester examination by the Senior Assistant Registrar-Examinations.

Marks will be given to proper use of punctuation marks, grammar, completion of sentences, and neat and clear handwriting.

Dotted lines for writing the answer.

[20 marks]