

EASTERN UNIVERSITY OF SRI LANKA

FINAL YEAR / FIRST SEMESTER EXAMINATION IN BUSINESS ADMINISTRATION
/ COMMERCE / ECONOMICS 2005/2006 [PROPER & REPEAT]
[JULY / AUGUST 2007]

ENG 4013: ENGLISH FOR COMMUNICATION

Index No:

Time: 03 hours

Use separate sheet of paper for Q. V & VI.

For Examiner's use only:

Question Number	Marks Obtained	Maximum Marks
I	15
II	20
III	15
IV	15
V	15
VI	20
Total	----- _____	----- <u>100</u>

Examiner's Name :

Examiner's Signature :

Date :

Question: I

A] Find appropriate phrases to fit the following definitions of the concept of 'career'.

- i] Something you do in order to progress in your job.
- ii] Period of time away from your job, for example, to look after your children.
- iii] Series of levels that lead to better and better in a job.
- iv] Chances to start improve your career.
- v] Ideas you have for your future career.

career opportunities career plan career break career move career ladder

B] Complete these interview questions using the **present perfect** form of the verbs in brackets. [05 marks]

- i] How _____ [you change] over the last five years?
- ii] What other jobs _____ [you apply for] recently?
- iii] What _____ [you read] recently?
- iv] What kind of people _____ [you work] with?
- v] What sort of bosses _____ [you have]?
- vi] What _____ [you learn] from your other jobs?
- vii] What sort of problems _____ [you have] to deal with?
- viii] What _____ [you do] that shows leadership?
- ix] How many jobs _____ [you have] since leaving the university?
- x] What sort of skills _____ [you develop] to enter the job market?

[10 marks]

Question: II

Big companies employing a large workforce have complex internal structures with separate departments in charge of different functions.

* Sales & Marketing	* Administration	* Personal
* Production	* Purchasing	* Legal
* Accounts	* Transport	* Research & Development [R & D]

Match, each function with the department responsible for it. Some departments have more than one function.

- 1] carries out market research _____
- 2] works with the factory unit _____
- 3] runs the mail room for all incoming and out going correspondence

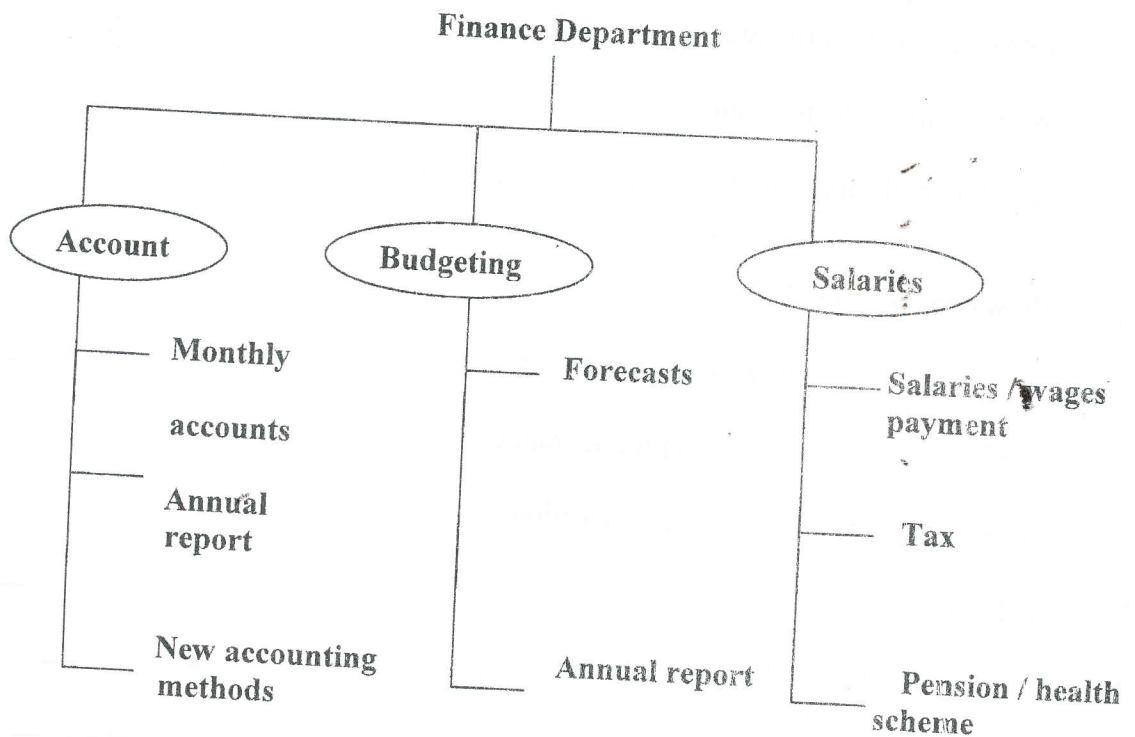
- 4] draws up contracts _____
- 5] operates the firm's lorries, vans and cars _____
- 6] works to improve the firm's product range _____
- 7] responsible for recruitment and selection _____
- 8] pays wages and salaries _____
- 9] in-charge of the welfare of employees _____
- 10] includes data processing services _____
- 11] advises on corporate regulations _____
- 12] arranges delivery of goods to customers _____
- 13] organizes the activities of the sales representatives _____
- 14] provides office services, such as typing and photocopy _____
- 15] creates new products _____

- 16] keeps a record of all payments made and received _____
- 17] brings the firm's goods and services to the attention of potential customers _____
- 18] organizes training courses _____
- 19] orders all supplies needed by the firm _____
- 20] organizes quality control to maintain product standards _____

[20 marks]

Question: III

Use the chart below to write a paragraph
You may use the keywords below.



Key words

- | | |
|------------|-----------------|
| Besides | in addition |
| Has | also |
| But also | consist of |
| Not only | responsible for |
| Deals with | shares |

Question: IV

Read the following text and answer the questions given below.

Pan Asia Bank goes for multi-faceted change

Pan Asia Bank unveiled its new corporate logo and name change as PABC Bank: Pan Asia Banking Corporation Ltd, Gearing itself to enter the bigger league in the local banking sector. The new logo of the bank was launched at a function at the Colombo Plaza Hotel.

PABC, which is a public limited liability company was incorporated in Sri Lanka in March 1995. In 2003 under an aggressive recovery strategy the bank was re-capitalized and re-structured and commenced operations with a clean balance sheet commencing January 2004. These aggressive plans launched to turn its business operations around showed tremendous success within six months.

Today the bank sets out on a mission to steer itself to the future with a professional and passionate corporate management team, a supportive and persuasive Board of Directors and a dedicated team of over 370 employees.

To reach out to consumers across Sri Lanka, PABC also hopes to look into the expansion of its branch network primarily in the western province and in several strategic business hubs. At present PABC operates with 18 branches and hopes to increase the delivery channels within the year 2004.

PABC has also given greater emphasis on streamlining its IT infrastructure to support and cater to efficient delivery of its services. As such the bank has increased its reach to customers by introducing a touch screen ATM network at identified key locations whilst planning for the implementation of additional ATMs in other locations convenient to customers. The on-line branch network of the bank will also be further strengthened by the addition of trade service extension offices at Dam Street and branches in Dehiwala, Wattala and Kotahena.

01. Where was the new logo of the bank launched?

.....
.....

02. When did the bank commence operation after re-structuring under the recovery strategy?

.....
.....

03. How many employees are there at the bank at present?

.....
.....

04. What does the bank hope to do within this year?

.....
.....

05. What has the bank done to increase its reach to customers?

.....
.....

* Say whether the following statements are True or False, by writing T/F in the blanks given against the statements.

01. The change was done to enter International banking sector. [.....]

02. The plans launched showed success within six months. [.....]

03. PABC was incorporated as a limited liability company in Sri Lanka in January 2004. [.....]

04. The PABC operates with 18 branches at present. [.....]

05. The on-line branch network will be strengthened only in Colombo. [.....]

[15 marks]

Question: V

Read the following advertisement found in the Sunday Times of June 2007. Prepare the following in response to the advertisement.

1. A functional CV
2. A covering letter

[15 marks]

VACANCIES

Require Business Development Executives/Tele Marketing Executives for a Pioneer Marketing Company in Colombo.

Age Limit: 18-25 (Male/Female)

Business Development Executives – Financial Services
Qualification: G/C/E A/L (Preferred)
Excellent Communication Skills
Target Oriented


Business Development Executives -IT
Qualification: G/C/E A/L (Preferred)
Excellent Communication Skills
IT Background

Tele Marketing Executives (Female)
Excellent Communication Skills
Fluency in at least two languages (Sinhala/Tamil/English).

TRAINING WILL BE PROVIDED FOR ALL FRESHERS

Salary Negotiable

Contact Within 7 days or Forward your CV
Call: 0112-337851 / 0112-335132
E Mail: ciftfinance@ceylonforeigntrades.com

**CFT**
Finance

Question: VI

Write your views on one of the following topics. Use about 100 - 150 words.

- a] Poverty alleviation in Sri Lanka.
- b] Role of Human Resources Management in the success of a company.
- c] Present status of Economy in Sri Lanka.

[20 marks]