

Eastern University, Sri Lanka
Faculty of Commerce and Management

**First Year Second Semester Examination in Bachelor of Business Administration / Bachelor of
Commerce - 2017/2018 (Jan 2020)**
(Proper/Repeat)

COM 1042 Business Skills Development

Answer All Questions.

Time: 02 Hours

Write the letter of the appropriate answer from the given choices for the following questions on the answer script.

1. The extended Ps of the service marketing mix is:
A. People, Product, Place
B. Price Physical Evidence, Promotion
C. Physical Evidence, Process, People
D. Product, Process, Physical Environment
2. Marketing objectives could be classified as sales, profit, pricing and objectives.
A. product
B. resource
C. capital
D. none of these
3. Which of the following is a motivational factor, according to Herzberg's two-factor theory?
A. Quality of supervisions
B. Recognition
C. Pay
D. Relation with others
4. What is the main aim of networking?
A. To make as many sales as possible
B. To use people to your advantage
C. To create a mutually beneficial relationship
D. To ask people for favours to advance your business
5. Communication is the task of imparting _____.
A. training
B. information
C. knowledge
D. message
6. Out of 4Ps in the marketing mix, three elements are the product, promotion, and price. Which is the 4th P?
A. Purpose
B. Place
C. Pursuit
D. Physical evidence
7. The most important goal of business communication is _____.
A. favorable relationship between sender and receiver
B. organizational goodwill
C. receiver response
D. receiver understanding
8. Which one of the following is not a type of barrier to communication?
A. Semantic barriers
B. Organizational barriers
C. Barriers in superiors
D. Physiological barriers

9. Which one of the following is not a style of negotiation?
 A. Exclusive B. Aggressive C. Idealistic D. Inclusive
10. Which one of the following is an example of an organization barrier to communication?
 A. Status relation B. Attitude of Superior C. Lack of time D. Lack of aware
11. Negotiation strategy is partly concerned with:
 A. searching for a common goal
 B. prolonging the length of the negotiation
 C. avoiding failure
 D. ending the discussion
12. When a group agrees to support and commit to the decision of the group, they have reached
 A. a consensus B. a census C. a solution D. an analysis
13. The final aim of negotiation is to:
 A. win at all cost B. implement an agreement between two parties
 C. end a dispute D. reach an agreement
14. Which one of the following is not an approach to conflict or dispute?
 A. Arbitration B. Avoidance C. Participation D. Neutrality
15. Which of the following is an example of positive body language?
 A. Minimal hand gestures B. Fidgeting or doodling
 C. Folded arms D. Frequent eye contact
16. An instrument for directing and coordinating whole market effort is called as
 A. marketing plan B. business plan C. financial plan D. corporate plan
17. Which is NOT a dimension in Maslow's Hierarchy of Needs?
 A. Ego needs B. Physiological needs C. Esteem needs D. Safety needs
18. A favored technique for resolving conflict is:
 A. Negotiation B. Conciliation C. Removal of participants D. Not entertaining
19. Which one of the following is not an element of the communication process?
 A. Sender B. Decoding C. Channel D. Mailing
20. A negotiation is discussed in a tone that focuses attention on the need to reach a satisfactory solution
 A. Setting conditions B. joint problem-solving C. making proposals D. forcing

(Total: 1

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A. State whether the below-mentioned statements are **TRUE** or **FALSE**.

1. Eleven variables were discussed by Aronoff and Wilson's styles of negotiation model.
2. Negotiation is the process of bargaining that precedes an agreement.
3. Types of Communication can be classified into two types such as formal and informal on the basis of the organization relationship.
4. Feedback ensures the receiver has received the message and interpreted it correctly as it was intended by the sender.
5. Marketing refers to the process of ascertaining available resources and supplying various goods and services to the final consumers or users to satisfy those needs.
6. Consumer analysis is coming under specifically marketing plan.
7. The second phase of the negotiation process is bargaining.
8. Horizontal communication takes place between subordinate and superior.
9. In negotiation, something that can be given to the other side, usually in return for something else is called concession.
10. The process of allocating marketing resources and monitoring includes SWOT analysis.

(10 Marks)

B. Fill in the blanks with suitable words given below:

(collective, communication, encoder, external, integrative, internal, interpersonal, marketer, marketing mix, marketing plan, motivation, networking, positional, product, promotion, self-motivation, seller, sender, win-win)

1. The _____ is the person who initiates the conversation and has conceptualized the idea that he intends to convey it to others.
2. With _____ motivation, you're doing something because the activity will bring some reward or benefit at the end of it.
3. _____ skills are defined as building up and managing relationships with customers and peers.
4. _____ refers to the person who organizes the various marketing activities such as market research, product planning, pricing, distribution, etc.
5. Having the initiative to do a task or activity without being supervised or being told to do it is called as _____.
6. Distributive Negotiation is also commonly known as _____ negotiation.
7. _____ bargaining is a bargaining approach in which the negotiators try to move from a positions-based approach to an interest-based approach.
8. _____ is interrelated actions and solutions to meet consumer needs and to achieve the company's marketing goals, a whole.

9. _____ is a two-way process wherein the message in the form of ideas, thoughts, feelings and opinions is transmitted between two or more persons with the intent of creating a shared understanding.
10. In the marketing mix, _____ aspect deals with the specification of the actual good or service and how it relates to the target customer.

(10 M)
(Total: 20 M)

Q3

- A) State **four** elements of 'Marketing Plan' and briefly explain **any two** of them. (03 M)
- B) Assume that you are working in marketing department of XYZ Company. You have been asked to plan a marketing mix for a new product introduced by your company. Therefore, think of a new product and describe the marketing mix (4Ps) you have planned for it. (12 M)

(Total: 15 M)

- Q4 A) The following are descriptions of some personality variables which were included in the Aronson and Wilson's theory of styles of negotiation. Match the description with respective variables.

- | | | | |
|--------------|----------------|----------------|----------------|
| A. Approval | B. Achievement | C. Affiliation | D. Recognition |
| E. Dominance | F. Dependency | G. Order | |

- i. Interacting with others, establishing intimate equal involvements with others in mutually satisfying social transactions
- ii. Careful structuring of events by directly imposing order on interpersonal relationships, the self or the world; organizing tasks and social transactions in precise and detailed ways
- iii. Seeking aid, protection, sympathy or help; fearing the loss of a powerful protector
- iv. Establishing self-worth through demonstrations of directing, influencing and persuading others
- v. Admiring, emulating, cooperating with, yielding eagerly to, and willingly serving a leader

- B) How do networking skills affect the business? (05 M)
- C) Define the term 'Time Management' and state **three** benefits of effective time management. (05 M)

(Total: 15 M)

- 25
- A) What are the **four** main management functions? (04 Marks)
- B) Briefly discuss the importance of planning to an entrepreneur. (05 Marks)
- C) Mintzberg published his Ten Management Roles in his book, "Mintzberg on Management: Inside our Strange World of Organizations," in 1990. List out those ten managerial roles which come under three main categories. (06 Marks)
- (Total: 15 Marks)**

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Dinesh is a manufacturer and uses a single raw material to make his product. He purchases raw materials at Rs. 200 per kilogram. The business has two production cost centres: machining and assembly, and one service cost centre: stores. The following budgeted information is available for the year ending 31 December 2019.

Budgeted overheads	Rs.	Basis of apportionment
Depreciation	976,000	Non-current asset at cost
Electricity	1,385,000	Kilowatt hours
Machinery maintenance	650,000	Machine hours

The following budgeted information is also available.

	Production cost centres		Service cost centre
	Machining	Assembly	Stores
Kilowatt hours	4200	2100	700
Non-current assets at cost (Rs.)	9,100,000	2,800,000	2,100,000
Stores requisitions	375	125	
Direct labour hours	2700	6300	
Machine hours	13400	3350	

- A) Complete the following table to show the apportionment of budgeted overhead costs for the year ending 31 December 2019.

	Total Rs.	Production cost centres		Service cost centre
		Machining (Rs.)	Assembly (Rs.)	Stores (Rs.)
Depreciation				
Electricity				
Machinery maintenance				
Total overheads apportioned				
Re-apportionment of stores				
Total overheads cost				

(06 Marks)

- B) Calculate, to **two** decimal places, an overhead absorption rate for each production cost centre, using a standard basis. (02)

Additional information

On 1 April 2019 a customer asked Dinesh to quote for an order of 200 units of his product. Each unit requires the following:

Direct labour	2.5 hours at Rs. 400 per hour
Direct material	3 kilos
Overheads	Machining department
	1.5 machine hours
	0.8 direct labour hours
	Assembly department
	1.0 machine hour
	2.0 direct labour hours

Dinesh decides the selling price at cost plus 25%.

- C) Prepare a statement to show the total selling price that Dinesh will quote to the customer.

(07)
(Total: 15)