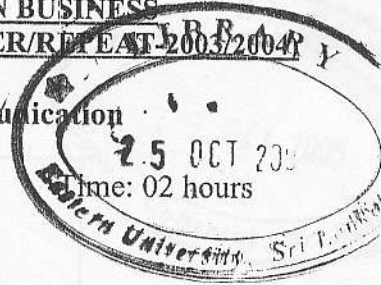


EASTERN UNIVERSITY, SRI LANKA

**2ND YEAR / 1ST SEMESTER EXAMINATION IN BUSINESS
ADMINISTRATION/COMMERCE/ECONOMICS (PROPER/REPEAT 2003/2004)**

ENG 2013 / COC 2013: English for Communication



Index No:

Answer all the questions on this paper itself.

For Examiner's use only:

<u>Question Number</u>	<u>Marks Obtained</u>	<u>Maximum Marks</u>
I	25
II	25
III	25
IV	25
Total	<u>100</u>

Examiner's Name :

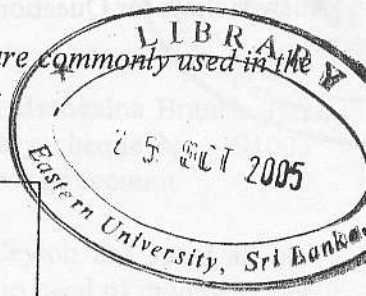
Examiner's Signature :

Date :

Question I

a) Construct five sentences using the key words which are commonly used in the Advertising Industry.

product	commercial
promote	hoarding
persuade	boost



Eg: Advertising agencies use different techniques to boost the sales of their products.

- a.
- b.
- c.
- d.
- e.

b) Design suitable advertisements for the following topics.

- a. You have decided to sell your luxury house as you are migrating to Australia.
- b. Assume that you are running a Computer Institute - Global Com. - on your own.
A vacancy exists here for the post of Computer Instructor.
- c. A new cosmetic item to be marketed.

[Answer sheet for Question I. b]



product	contractual
promote	hosting
generate	boost

Fig. Advertising agencies use different techniques to target the sales of their products.

b) Design suitable advertisements for the following topics.

a. You have decided to sell your luxury house as you are emigrating to Australia.

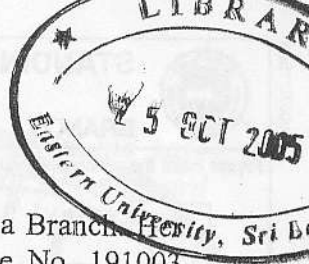
b. Assume that you are running a Computer Institute - Global Com.


A vacancy exists here for the post of Computer Institute.

Question: II

a) Fill in the appropriate forms for the following people.

- Sritharan Padmini is a customer at the Bank of Ceylon, Batticaloa Branch. Her Account No. is 201304. She wants to deposit her salary cheque No. 191003 [People's Bank Town Branch], for Rs. 10,750/- in her savings account.
- Ms.K.Dilani who is an account holder at the Bank of Ceylon has spent all her money on shopping during the festive season. She is now in need of money to pay her exam fees. She wants to withdraw Rs. 10,000/- from her savings account. Her account No. is 585767.
- Mrs.S.Rajendran [Account No. 771453], No.5, Green Street, Kandy, wants to pay her monthly premium of Rs.550/- to Cylinco Insurance Pvt. Ltd., Kandy [Account No. 182456], through the Bank of Ceylon, Kandy Branch. Her Insurance Policy No. is 284076.



 බැංකු කිளை Branch For Credit on Realization		චෙක්පත් තැන්පතුව කාණ්ඩය CHEQUE DEPOSIT		දිනය திகதி Date	
ගිණුම් හිමියන්ගේ නම / கணக்கு வைத்திருப்பவரின் பெயர் / Name of Account Holder			ගිණුම් අංකය / கணக்கு இலக்கம் / Account Number		
බැංකුව / வங்கி / Bank	ශාඛාව / கிளை / Branch	චෙක් අංකය / காசோலை இல. / Chq.No.	මුදල / தொகை / Amount		
තැන්පත්කරුගේ අත්සන / வைப்புச் செய்யவரின் ஒப்பம் / Depositor's Signature			මුළු / ரூ. / TOTAL / Rs.	Valid with Machine Print or Official Signature	

Sup/02/1584



STANDING ORDER ACKNOWLEDGEMENT

Date :

BRANCH

Please make the undermentioned periodical payments to the debit of my/our account

- MONTHLY HALF YEARLY
 QUARTERLY ANNUALLY

FIRST DATE :

ACCOUNT NO

LAST DATE :

BENEFICIARY'S BANK, BRANCH AND ACCOUNT NO.

NAME & ADDRESS OF BENEFICIARY :

PURPOSE / REFERENCE / POLICY NO.

AMOUNT IN WORDS :

AMOUNT

Rs.

ACCOUNT HOLDER'S NAME AND ADDRESS

APPROVED BY :

I/we understand that Bank of Ceylon is not liable for any loss which may arise through omission or delay and that the Standing Order is liable to cancellation if funds are not available in my / our account.

REFERENCE NUMBER

Signature/s

DATA ENTRY BY :

Please quote this Reference Number in all Correspondence

70072 - CS7 2-2

Sup/01/460



ශ්‍රී ලංකා බැංකුව
කிளை
Branch

ඉතිරි කිරීමේ මුදල ගැනුම් පත Savings Withdrawal

දිනය
Date

ගිණුම් හිමියන්ගේ නම සහ සේවා සහතිකයේ අංකය
Name of Account Holder

ගිණුම් අංකය සහ සේවා අංකය
Account Number

ගෙවිය යුතු මුදල
Amount in words

මුද්‍රණය
Stamp

ජාතික හැඳුනුම්පත් අංකය
National Identity Card No.

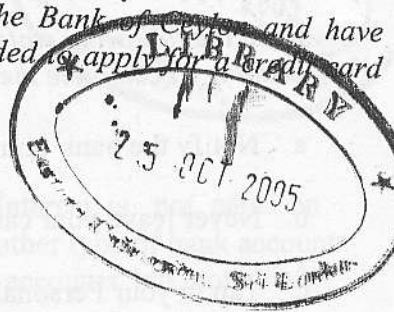
ගෙවිය යුතු මුදල
Amount

අත්සන
Signature

රු.
Rs.

70060-CA3 (Oct. 88) Withdrawal - Debit

b) Assume that you have a deposit of Rs. 50,000/- at the Bank of Egypt, and have maintained the account smoothly. You have now decided to apply for a credit card for your convenience.



Fill in the card Application.

CARD APPLICATION

Personal Details:

- 1. Full Name:
- 2. Surname:
- 3. Address:
- 4. Country: 5. Country code:
- 6. Full Phone Number :
- 7. Date of Birth :
- 8. Married : Single:
- 9. Primary use of card: Business: Personal:

Financial Details:

- 1. Bank Name:
- 2. Address:
- 3. Post code:
- 4. Personal current Account Number:
- 5. Other Bank Accounts:

Business Details:

- 1. Employer's Name/Name of Own Business:
- 2. Address :
- 3. Employee Number:
- 4. Nature of Business:
- 5. Position held:
- 6. Annual income:
- 7. Whether Retired :
- 8. If self employed, give your name and address of your accountant whom we may contact regarding your income:

Signature:

Date:

Question: III

Read the following statements about Bank cards and put them under the correct heading to complete the information summary.

- 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.

Why card is convenient?

How to use cash dispensers?

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How to safeguard your card?

What to do if you lose your card?

--	--

Question IV



Find appropriate words from the list below to fill in the gaps.

Most of the customers of a bank have current accounts. Interest is not paid on these accounts but withdrawals can be made by cheque. The other type of bank account is the deposit or savings account. Interest is paid on these accounts but notice of [01] is required.

Banks lend [02] money to their customers in two ways. They grant loans or overdrafts. Loans are for a fixed sum and [03] has to be paid on the whole [04] borrowed. Another name for a loan is an advance. In [05] to loans to businesses, bank also [06] Personal loans. By contrast by means of an overdraft it is possible for cheque to be drawn in [07] of the sum standing to the customer's [08] in the current account. Interest is [09] paid only on the actual amount overdrawn.

If customers wish to buy items such as new cars or double glazing for their houses they may [10] the bank manager for a loan or overdraft.

credit	excess	withdrawal	approach
surplus	addition	amount	then
grant	interest		