

EASTERN UNIVERSITY, SRI LANKA

FACULTY OF COMMERCE & MANAGEMENT

FINAL YEAR/SECOND SEMESTER EXAMINATION IN
BUSINESS ADMINISTRATION/COMMERCE/ECONOMICS - 2007/2008

REPEAT - JULY - 2008

ENG 4013 - BUSINESS COMMUNICATION READING & WRITING

Time : 03 hours

Index No:

Answer all questions on this paper itself.

Write the answers neatly and clearly.

For Examiner's use only.

Question Number	Maximum Marks	Marks Obtained
I	10
II	10
III	10
IV	15
V	15
VI	15
VII	25
Total	100

Examiner's Name :

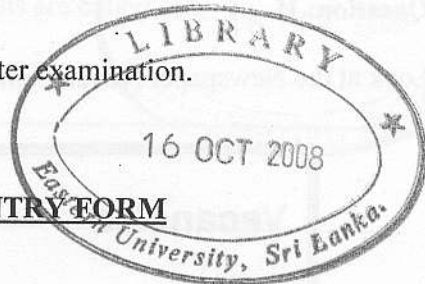
Examiner's Signature :

Date :

Question: I

Assume that you are going to sit for the semester examination.

Fill in the form neatly & correctly.



EXAMINATION ENTRY FORM

APPLICATION TO SIT:-

.....
To be completed by the candidate

01. Name of the candidate:

02. Registration No.:

03. Address of candidate:

04. Address during examination period:

05. Have you postponed sitting this examination due to illness by – MC :
or any other grounds
(If so give particulars) :

06. Amount of fee paid for examination & date of payment :

07. Medium :

.....
Date:

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Signature of Candidate

[10 marks]

Question: II

Look at the Newspaper Advertisement and answer the questions on it.

Vacancies

Applications are invited by **Maga Neguma Road Construction**

Equipment Company from Qualified Personnel, to fill in the following vacancies.

I. Deputy General Manager (Project)

Should possess BBA/Com or equivalent with a minimum of fifteen years experience.

II. Engineer (Civil) – Palaly Project

Should possess BBA/Com or equivalent with a minimum of two years experience.

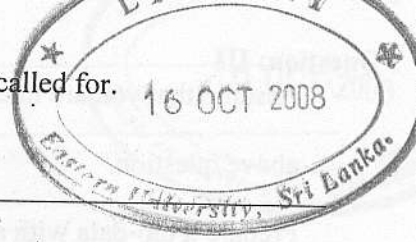
III. Quantity Surveyors – Palaly Project

NCT (QS) or equivalent with a minimum of five years experience.

- ❖ Salary negotiable with attractive fringe benefits
- ❖ Apply within 07 days of this advertisement.
- ❖ Bio-data should be forwarded with contact Tel Nos. copies of certificates & testimonials to: -

**Chairman
Maga Neguma Road Construction
Equipment Company
No. 50 Station Road, Angulana, Moratuwa.
Fax No. 011-4216638**

Source: Sunday Observer



a i. Name the vacancies for which applications are called for.

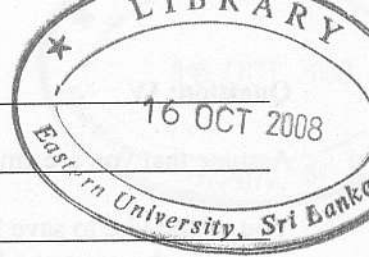
ii. Whom the application should be sent to?

iii. What is the job needs the most number of years of experience?

iv. Is the salary fixed? Support your answer with reference from the advertisement.

v. What are testimonials?

[10 marks]



[10 marks]

Question: IV

Assume that you are employed in a Private Company.

You would like to save Rs. 500/- from your monthly earnings and therefore you wish to open a Savings Account at a People's Bank Branch.

Write a letter to the Manager of the Bank requesting him to send you an application form to open a saving account. Give relevant personal details.

Use about 50 – 75 words.

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[15 marks]



Question: V

Study the following table.

BOOK ISSUED TO LIBRARIES:

1.1.1999 to 31.12.2000.

Serial No.	Name of Library	No. of Libraries	No. of Books Issued
01	Sarvodaya	13	540
02.	Red Cross	06	170
03.	Urban Council	18	800
04.	Others	05	200

Now write a description of the above table.

You should start from,

There are thirteen libraries in Sarvodaya and

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Question VI .

Write a composition about "Importance of English" using not less than two hundred words.

Write neatly and clearly.

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16 OCT 2008

Eastern University, Sri Lanka

(15 marks)

Question: VII

Read the following article and answer the questions that follow.

Para 1

October 1 is a significant day for all young ones. **That's the day** when free education was introduced in Sri Lanka. That was 62 years ago. Those were the days when the State Council was the legislature in the country. Amidst a lot of opposition, the then Minister of Education Dr. C.W.W. Kannangara was able to push through this epoch –making piece of legislation.

Para 2

Free education meant that students did not have to pay fees for their studies from primary through secondary education right up to the end of studies in the university. **This was a revolutionary idea** at the time when fees were being levied in schools which claimed to give a better education, particularly the ones where English was taught. It was the colonial days and schools teaching in Sinhala and Tamil did not charge fees. Most of the schools where the medium of instruction was English were run by Roman Catholic and Christian denominational bodies. Those who studied in English had the **distinct advantage** in getting employment since the **official language** was English **during the colonial era**.

Para 3

After the introduction of free education, no school was allowed to charge fees. The **denominational schools** which were charging fees were given the option of ceasing to charge fees and accept a grant from the government or running the schools by levying fees but with no assistance from the State. **A few elite schools** run mostly by Christian church bodies opted out of the scheme and decided to charge fees. However, they had to conform to the policy laid down by the Ministry of Education which stated that students should be taught in their **mother tongue** –Sinhala or Tamil.

Para 4

Free education coupled with other **educational reforms** including the change of the medium of instruction to the child's mother tongue gave the rural child an opportunity to display their talents. It also raised the **rate of literacy** to high levels not seen in other developing countries. Adult literacy rose from 65% to 78% between 1945 and 1971. It later rose to the 90s.

Para 5

The 'Father of Free Education,' C. W. W. Kannagara (1884-1969) was elected a member of the first State Council in 1931 to represent Galle. He was then chosen as chairman of the Executive Committee on Education thus joining the Board of Ministers in charge of the subject. After he won the 1936 election to the second State Council, he was once again elected to head the Committee on Education. Then he initiated **sweeping changes** in the educational system.

Para 1

a) Who is the father of free education?

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Para 2

b) What is free education?

.....

c) Why was fees levied in schools at that time?

.....

d) During which period was that, no fees was charged to teach in Sinhala and Tamil?

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e) Who managed the English medium schools?

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f) Who had the distinct advantage in getting employment? Why?

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.....

Para 3

g) How did the Government assist the non fee levying schools?

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h) What was the policy laid down by the ministry of Education?

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Para 4

i) How was the rural child benefited by the scheme of mother tongue education?

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j) What was the rate of adult literacy in 1990?

.....

Say whether **true or false**.

Para 5

a) Father of free education was elected a member to the first state council. (.....)

b) Mr. Kannangara lost his election to the second state council. (.....)

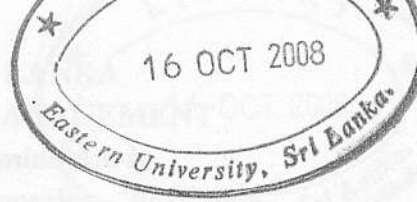
c) Mr. Kannangara represented Galle district. (.....)

c) Mr. Kannangara was elected twice as chairman of the executive committee. (.....)

Para 4

e) Adult literacy was not benefited by this scheme. (.....)

(5 x 1 = 05 marks)



What do the following refer to.

a) That's the day. [para 1]

.....

b) This was a revolutionary idea.[para 2]

.....

c) The denominational schools.[para 3]

.....

d) A few elite schools.[para 3]

.....

e) Mother tongue.[para 3]

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f) Educational reforms.[para 4]

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g) Rate of literacy.[para 4]

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h) Distinct advantage.[para 2]

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i) Official language during the colonial era.[para 2]

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j) Sweeping changes.[para 5]

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(10 marks)