



EASTERN UNIVERSITY OF SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT
EXTERNAL DEGREE PROGRAMME – 2006/2007 & 2007/2008
FIRST EXAMINATION IN BACHELOR OF BUSINESS ADMINISTRATION
2006/2007 (PROPER/REPEAT) & BACHELOR OF ECONOMICS – 2007/2008
(PROPER/REPEAT)

(December 2009/January 2010) (EXTERNAL)
EXB/EXE 1043 English for Communication

Index No.:

Time: 03 hours

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	<u>100</u>	<u>.....</u>

Examiner's Name :

Examiner's Signature :

Date :

Question: I

Read the article below about the impact of technology on the environment. Choose the best word to fill each gap from A, B, C or D and underline the word. There is an example at the beginning (0).

Business and the environment

These days in business, people have to face many challenging questions when ...[0]... and implementing new projects in undeveloped areas of the countryside. One issue which has to be faced is whether it is possible to introduce new technology without destroying the local environment.

Economic ...[1]... and environmental conservation are often seen as natural enemies. It is unfortunate that in the past this has often been true, and it has been necessary to choose between ...[2]... the project or protecting the environment. However, by taking environmental considerations ...[3]... at an early stage in a project, companies can significantly reduce any impact on local plants and animals.

For example, in Southern Africa, a company called CEL was asked to put up 410 km of a power transmission line without disturbing the rare birds which inhabit that area. The project was carried out with ...[4]... disturbance last summer. What may surprise many business people is the fact that this consideration for local wildlife did not in any way ...[5]... down the project. Indeed, the necessary advance planning, ...[6]... with local knowledge and advanced technology, ...[7]... that the project was actually completed ahead of schedule. CEL was contracted to finish the job by October and ...[8]... to do so two months earlier.

CEL is one of those companies which is ...[9]... to the principle of environmental conservation. Many other companies have yet to be ...[10]... of the importance of balancing the needs of people with those of the environment. However, it may be the only realistic way forward.

- | | | | | | | | | |
|-----|---|------------------|---|-------------|---|-------------|---|-----------|
| 0. | A | <u>designing</u> | B | conspiring | C | drawing | D | scheming |
| 1. | A | development | B | progression | C | rise | D | increase |
| 2. | A | running | B | dealing | C | controlling | D | leading |
| 3. | A | deeply | B | gravely | C | seriously | D | severely |
| 4. | A | bare | B | smallest | C | least | D | minimal |
| 5. | A | turn | B | slow | C | speed | D | hold |
| 6. | A | tied | B | combined | C | added | D | related |
| 7. | A | led | B | caused | C | resulted | D | meant |
| 8. | A | managed | B | succeeded | C | achieved | D | fulfilled |
| 9. | A | promised | B | persuaded | C | convicted | D | committed |
| 10. | A | argued | B | convinced | C | urged | D | impressed |

[10 x 1 = 10 marks]



Question: II

Arrange the set of words to make meaningful sentences.

01] / the private sector / in the country / leading organization representing / is the oldest and / the Ceylon Chamber of Commerce / . /

02] / a constitution / to draw up / was appointed / committee / a five - member / . /

03] / at the time / the main exports / and areca nuts / were coffee, cinnamon, coconut oil / . /

04] / in recent years / and more important / has become more / market research / . /

05] / is communication / in any business / important features / one of the most / . /

[5 x 2 = 10 marks]

Question: III

Read the following letter and fill in the blanks with suitable words given below.

Main Road,
Ampara.

The Lanka Pvt. [Ltd],
No – 23, Maliban Plance,
Colombo, 30300.

Dear Manager:

This letter is to express my [01] in discussing the Senior Customer Service Manager position [02] on the The Lanka Pvt Company web site. The opportunity presented in this [03] is very appealing, and I believe that my experience and [04] will make me a competitive candidate for this position.

The key [05] that I possess for success in this position [06], but are not limited to, the following:

- Provide exceptional contributions to customer service for all customers.
- Strive for continued excellence.
- Strong communication skills.
- I am self-starter.
- Eager to learn new things.

You will find me to be well-spoken, energetic; confident, and [07], the type of person on whom your customers will [08] I also have a wide breadth of experience of the type that gives you the [09] to place me in a number of contexts with [10] that the level of excellence you expect will be met. Please see my resume for additional information on my experience.

I hope that you'll find my experience and interests intriguing enough to warrant a face-to-face meeting, as I am confident that I could provide value to you and your customers as a member of your team.

I can be reached anytime via my cell phone, 555-555-5555. Thank you for your time and consideration. I look forward to speaking with you about this employment opportunity.

Sincerely,

David Silva,
.....

confidence,
rely,
include,

strengths,
listing,
interest.

versatility,
personable,

education,
posted,

[10 x 1 = 10 marks]



Question: IV

Write five sentences about an International Business personality.

- 01]
- 02]
- 03]
- 04]
- 05]

[3 x 5 = 15 marks]

[15 x 1 = 15 marks]

Question: V

Fill in the blanks with suitable prepositions from the list given below. You can use a preposition more than once.

for, to, in, of, into, from, upto

Every parent aspires to give their children the best in life – be it their education, values and morals or a plan their future, to ensure their children are geared succeed in life. Understanding this need, NDB Bank recently re-launched the Children's Savings Account offering many gifts addition to the rewards offered before as a means encouraging children to save more.

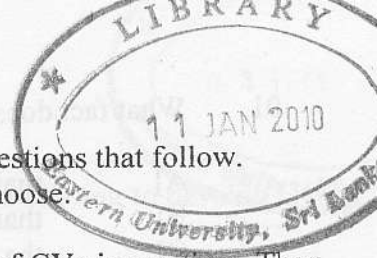
NDB Bank firmly believes that the importance of saving should be instilled children the very beginning which makes the Children's Saving Account the ideal savings plan children who are below 18 years of age. The NDB Bank's Children's Saving Account requires a minimal deposit Rs. 1000 for which the account holder will receive attractive gifts as the account balance increases.

With gifts ranging Mountain bicycles to MP3 and DVD players children will be justly rewarded the savings they accumulate in their accounts. NDB Bank's Children's Savings Account also offers an attractive interests rate currently 10.5 per cent per annum, a free life insurance and permanent disability cover the parent or guardian, free hospitalization cover for the child and free standing order payments the parents' account the child's account.

The Life Insurance and Permanent Total Disability cover will consist of a cover of Rs. 50,000 for the parent or guardian any minor whose account contains a minimum balance of Rs. 20,000.

Furthermore if an account holder's balance exceeds Rs. 50,000 the benefits will increase to Rs. 100,000.

[15 x 1 = 15 marks]



Question: VI

Read the following article on recruiting and managing staff and the questions that follow. For each question mark one letter (A, B, C or D) for the answer you choose.

As a manager in the service industry sector, I've looked at hundreds of CVs in my time. They are not necessarily the bland documents some bosses might think they are! They are full of little pointers towards individuals' personalities and suitability for the job. The first thing I always look at is an applicant's employment record. I check for continuity and stability. If somebody has a long list of previous jobs, all of varying length, alarm bells start ringing. Rather than an irregular route from job to job, what I hope to see is stable career progression. What does their career path look like – is it all steps forward, or are there a lot of sideways moves? And I am always pleased to find a family person with children, because in my experience they tend to be responsible and reliable.

I never rely on CVs alone. We get applicants to fill in one of our own application forms. We ask why they've applied, what their aspirations and personal goals are, and also about their interests and hobbies and any clubs they belong to. That gives you a useful insight into their personality and lifestyle. The application form also enables us to test how much people have actually been progressing in their careers, because we ask for details of the salaries they have received for each job.

It's always worth looking at CVs and designing application forms with great care. Taking on employees might be rewarding, but it is also a big investment for any business. Mistakes in choosing staff can cost companies dear, so it makes sense to spend time ensuring you get the right person.

In the service sector, one of the aims of companies is to maintain and improve customer service, and this is achieved partly through low staff turnover. You need to take on people who understand that, and will want to stay. That's way, when you've taken staff on, the next thing is getting the best out of them.

My management style comes from the days when I took over my first business, an ailing road haulage firm which I was certain I could turn into a profitable company. The first thing is to treat others as you'd like to be treated yourself. As soon as I took over the business, I talked to everybody individually, and looked for ways to make sure their particular skills benefited the company.

I didn't have much experience then of managing people, but above all I always tried to be fair and honest with everyone. As a result, I think the staff knew that and accepted my decisions, even if they didn't agree with them all. Also bosses must be able to communicate. You also need to create team spirit, and build on the strength of the team. I explained my plans for the company to all the staff, and let them know what I needed from them. The lorry drivers responded brilliantly, and were the key to turning the business round. They understood that we had to develop a professional reputation, and from then on the days of poor quality deliveries were over.

Lastly, I am a great believer in profit-sharing. It takes a team to make a company work, so profits should be shared by all. Job satisfaction is important, but it doesn't pay the rent. Shared profit and bonuses help to strengthen team spirit by giving everyone a common goal that they work towards together.

01. What fact does the writer hope to learn from applicants' CVs?
- A] that they have experience of many different jobs
 - B] that their careers have developed steadily
 - C] the opinion their employers had of them
 - D] whether they are married or single
02. The writer says the application form is useful because it
- A] reveals something of the applicant's character.
 - B] gives information about the applicant's family.
 - C] explains what skills the applicant has for the job.
 - D] shows how much the applicant wants to earn.
03. According to the writer, why are CVs and application forms so important?
- A] Interviewing people is an expensive process.
 - B] They indicate whether applicants really want the job.
 - C] They indicate whether applicants are efficient or not.
 - D] Employing the wrong people can be disastrous.
04. One reason why the writer was successful in her first business was that
- A] she was used to dealing with people.
 - B] she was open with the staff.
 - C] the business was already doing well when she started.
 - D] the staff agreed with all her decisions.
05. The writer believes profit-sharing is a good idea because
- A] it encourages a competitive spirit.
 - B] everyone earns the same salary.
 - C] everyone shares the same aim.
 - D] it creates job satisfaction.
06. Which would make the best title for this text?
- A] Profit-sharing as motivation
 - B] How I turned a business round
 - C] People – the key to business success
 - D] The importance of a well-presented CV

[6 x 2.5 = 15 marks]

