



UNIVERSITY OF KELANIYA – SRI LANKA

Centre for Distance and Continuing Education

FACULTY OF COMMERCE & MANAGEMENT STUDIES

Bachelor of Commerce (Special) Degree First Year Examination (External) – 2012/13

February 2016

Year I

ELTU E1072 – English for Business Communication

No. of questions: 06

Time: 02 hours

Student No. :

Answer all the questions on this paper.

Question No.	MARKS	
	First Examiner	Second Examiner
1		
2		
3		
4		
5		
6		
TOTAL (100%)		

English for Business Communication

Time: 2 hours

Marks: 100

Answer all the questions on this paper itself.

Question 1

Read the passage and answer the questions given below.

(20 marks)

Networking as a concept has acquired what is in all truth an unjustified air of modernity. It is considered in the corporate world as an essential tool for the modern businessperson.

People can be divided basically into those who keep knowledge and their personal contacts to themselves, and those who are prepared to share what they know and indeed their friends with others. A person who is insecure, for example someone who finds it difficult to share information with others and who is unable to bring people, including friends, together does not make a good networker. The classic networker is someone who is strong enough within themselves to connect different people including close friends with each other.

It takes quite a secure person to bring people together and allow a relationship to develop independently of himself. From the non-networker's point of view, such a development may be intolerable, especially if it is happening outside their control. Yet, most of the time, it is the initiator of the contact who benefits most, because all things being equal, people move within circles and that person has the potential of being sucked into ever growing spheres of new contacts. It is said that, if you know eight people, you are in touch with everyone in the world.

Unfortunately, making new contacts, business or otherwise, while it brings success, does cause problems. It enlarges the individual's world. This is in truth not altogether a bad thing, but it puts more pressure on the networker through his having to maintain an ever larger circle of people. The most convenient way out is, perhaps, to cut ties with old contacts, but this would defeat the whole purpose of networking. Another problem is the reaction of friends and associates. Spreading oneself thinly gives one less time for others who were perhaps closer to one in the past. In the workplace, this can cause tension with jealous colleagues, and even with superiors who might be tempted to rein in a more successful inferior. Jealousy and envy can prove to be very detrimental if one is faced with a very insecure manager, as this person may seek to stifle someone's career or even block it completely.

The answer here is to let one's superiors share in the glory; to throw them a few crumbs of comfort. It is called leadership from the bottom. In the present business climate, companies and enterprises need to co-operate with each other in order to expand. Whilst people may rail against this development it is for the moment here to stay.

(Adapted from <http://www.ielts-exam.net>)

Questions 1-5

(10 marks)

Do the following statements agree with the information given in the reading passage? Write:

Yes- If the statement agrees with the writer's claims

No- If the statement contradicts the writer's claims

Not Given- If it is impossible to say what the writer thinks about this claim

Example	Answer
Networking is a concept	Yes

1. Networking is not a modern idea. _____
2. It is not essential for business. _____
3. People fall into two basic categories. _____
4. A person who doesn't share knowledge and friends is insecure. _____
5. The classic networker is physically strong and generally in good health. _____

Questions 6-10-answer the questions given below.

(10 marks)

6. Why does the initiator of contacts usually benefit? **(2 marks)**

7. Mention **two** problems caused by networking. **(2 marks)**

8. What is the easiest way of avoiding problems caused by networking? **(2 marks)**

9. How does jealousy and envy cause problems at work? (2 marks)

10. Explain what "leadership from the bottom" is. (2 marks)

Question 2

Complete the following telephone conversation using appropriate expressions in the box given below. (20 marks)

A: "Good morning, this is Perera."

B:

A: "Hi Ms. Jayanthi. How are you doing?"

B:

A: "Thanks for returning my call. I called you earlier because there is a serious issue that I want to discuss with you."

B:

A: "Yes, it's a bit serious. I just couldn't figure out why the ending balance on fiscal year 2014 didn't match the beginning balance on of 2015."

B:

A: "The amount is exactly Rs. 10,500."

B:

A: "That makes sense. I'm just glad it wasn't out of my miscalculation. Can you send over the statements? I should be done by end of day since everything looks good."

B:

A: "Yes. That is the correct number."

B:

A: "Thank you for your help."

B:

A: "No problem. I am glad that we sorted the problem."

B:

A. "Don't mention it. Well, have a good day, Ms. Jayanthi."

B.

- "Oh. I know what the problem is. We opened another bank account at the end of fiscal year 2014. I might not have included the new bank statements when I sent over the information."
- "Sure. I'll fax them to you immediately. Is 0113-904576 the number I should fax it to?"
- "Yes, me too. Thank you for drawing my attention to the mistake."
- "I'll do it right now."
- "When I checked, it was matching. How much is the difference?"
- "Good morning Mr. Perera, this is Jayanthi. I'm returning your call."
- "You are welcome, but I should have sent them over to you the first time. I apologize for that."
- "You too Mr. Perera. Bye."
- "A serious issue?"
- "I'm doing great thanks."

Question 3

Select and **underline** the suitable prepositions to fill in the blanks.

(10 marks)

0- indicates no preposition.

- a. Mr. Raj's office is _____ (for, 0, in) upstairs.
- b. The board meetings are held every _____ (on, in, 0) Monday.
- c. Walk _____ (from, through, into) that door to reach the Accounts Branch.

- d. It is difficult to cope _____ (after, before, with) the work load at office.
- e. Please call later. Ms. Gevani is not _____ (in, under, on) her seat.
- f. Mohommed comes to work _____ (by, on, for) foot. He lives very close to the office.
- g. Kamendra has been working for our company _____ (in, for, on) more than ten years.
- h. The staff is going _____ (in, on, to) a trip to Anuradhapura.
- i. Amal has been _____ (with, without, for) the company since 1999.
- j. My son works _____ (of, in, at) Sampath Bank.

Question 4

Fill in the blanks of the following passage by selecting the most appropriate words from the words given in the box (Please note that there are two words which cannot be used in any of the blanks) (10 marks)

E-marketing refers to the use of the Internet and digital media capabilities to help sell your products or services. These digital technologies are a _____ addition to traditional marketing approaches _____ of the size and type of your _____. E-marketing is also referred to _____ Internet marketing (i-marketing), online marketing _____ web-marketing. As with conventional marketing, _____ is creating a strategy that _____ businesses deliver the right messages and product/services to the right _____. It consists of all processes _____ the purpose of finding, attracting, _____ and retaining customers.

Source: adapted from <http://toolkit.smallbiz.nsw.gov.au/part>

witless, winning, with, ruining, as, audience, e-marketing, or, regardless, helps, business, valuable

Question 5

Select the most appropriate meaning for the words in bold in the following sentences.

(15 marks)

1. Since he **violated** the interview procedure, the Director, Human Resources was suspended and he was informed that an inquiry will take place to investigate the matter.

- treated disrespectfully
- considered important
- overcame or defeated

2. His **outgoing personality** helped him to maintain a good relationship with many of his co-workers.

- aggressive and violent
- peaceful and quiet
- friendly and sociable

3. Most of the **merchandise** and passengers bound for and hailing from foreign ports sail under foreign flags.

- sailors
- things bought and sold
- foreign goods

4. Many people **withdrew** their saving when they heard the economy was crashing.

- increased savings in a bank account
- to take money out of a bank account
- left the money in a bank account

5. Everyone agreed that the newly appointed director's **priority** is to investigate the reasons behind the recent financial losses suffered by the company.

- the issue that should be paid least attention
- the issue that should be examined carefully
- the issue that required highest importance

Question 6

Write your opinion on ONE of the statements in approximately 100 words. (25 marks)

1. For effective communication you should know English.
2. A leader is a person who has a vision.
3. Time management is an important concept in business

