



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) – 2014

June –July 2019

Year I

ELTU E1072-English for Business Communication

No. of questions: 05

Time: 03 hours

Index No. :.....

Answer all the questions on this paper.

Question No.	MARKS	
	First Examiner	Second Examiner
I		
II		
III		
IV		
V		
TOTAL (100%)		

BCOME 1072 – English for Business Communication

No. of questions: 05

Total marks: 100

Time: 3 hours

Answer all the questions on this paper.

1. **Reading comprehension (30%)**

Read the two reading passages given below and answer the questions that follow each passage.

Part I

The spice trade was important during ancient times and the Middle Ages. Spices led to the creation of vast empires and powerful cities. When Europeans heard of spices like cinnamon, pepper, ginger and vanilla they travelled to Asia to bring them home. People used spices to flavour their food and make them taste better. Some were used to preserve food and make it last longer.

The origins of trading valuable materials go back to prehistoric times. Ancient Egyptians traded with places situated in the south of Egypt. Greek merchants traded with India and got as far as south-eastern Asia. The Romans explored the Mediterranean Sea. During an intensive period of trading with India they brought goods back from the east and set up a trading post in Alexandria. These goods were transferred to ships that sailed back to Rome. Most of the trading went along the Silk Road. During the Middle Ages Arabs started taking control of the overland routes to Asia. Their influence reached as far as the Indus valley, which gave them control of large parts of India.

Source: adapted from <https://www.english-online.at/history/spice-trade/spice-trade.htm>

A. Choose the most appropriate option from the choices given. (2 marks x 5 = 10 marks)

1. According to the passage, what did the spices help in creating?
 - a) Ancient times
 - b) Middle ages
 - c) Empires and powerful cities
 - d) Nations and armies

2. Mention **three** types of spices brought by the Europeans who travelled to Asia?
 - a) vanilla, bananas, tomatoes
 - b) apples, cinnamon, pepper
 - c) ginger, vanilla, bananas
 - d) cinnamon, pepper, ginger

3. Who does the word “they” in the second paragraph refer to?
 - a) Ancient Egyptians
 - b) Greek merchants
 - c) Romans
 - d) Indians

4. How did the Romans transfer the goods they bought in India to Rome?
 - a) With the help of armies
 - b) With the help of slaves
 - c) With the help of the Greek merchants
 - d) By ships

5. Who started controlling parts of India during the middle ages?
 - a) Greeks
 - b) Romans
 - c) Arabs
 - d) None of the above

Part II

E-commerce refers to the purchase and sale of goods and/or services via electronic channels such as the internet. E-commerce was first introduced in the 1960s via an electronic data interchange (EDI) on value-added networks (VANs). The medium grew with the increased availability of internet access and the advent of popular online sellers in the 1990s and early 2000s. Amazon began operating as a book-shipping business in Jeff Bezos' garage in 1995. EBay, which enables consumers to sell to each other online, introduced online auctions in 1995 and exploded with the 1997 Beanie Babies frenzy.

Like any digital technology or consumer-based purchasing market, e-commerce has evolved over the years. As mobile devices became more popular, mobile commerce has become its own market. With the rise of such sites as Facebook and Pinterest, social media has become an important driver of e-commerce. As of 2014, Facebook drove 85 percent of social media-originating sales on e-commerce platform Shopify, per Paymill.

The changing market represents a vast opportunity for businesses to improve their relevance and expand their market in the online world. Researchers predict e-commerce will be 17 percent of U.S. retail sales by 2022, according to Digital Commerce 360. These figures will continue to climb as mobile and internet use expand both in the U.S. and in developing markets around the world.

Source: <https://www.businessnewsdaily.com/4872-what-is-e-commerce.html>

B. Provide short answers to the following questions. (2 marks x 6 – 12 marks)

1. When did “E-commerce” start?

2. Provide **one** reason for the development of e-commerce in the 1990s and early 2000s.

3. What were the products that Amazon sold when it first started its business?

4. What did EBay introduce in 1995?

5. What are the **two** areas which have evolved similar to e-commerce?

6. Provide a title to the passage.

C. Indicate whether the following statements are true (T) or false (F) according to the passage. (2 marks x 4 – 8 marks)

1. Mobile-devices are an important means of doing e-commerce.
2. Twitter and Facebook are examples of important social media in e-commerce.
3. E-commerce will be 17 percent of U.S. retail sales by 2050.
4. Mobile use and Internet will develop in the U.S as well as in other markets.

2. Grammar (25%)

A) Write down the most suitable form of the verb given within brackets to complete the sentences. (1/2 mark x 10 = 5 marks)

1. The Director _____ (declare) yesterday a holiday for all staff to appreciate their hard work during the last few days.
2. Some of the customers _____ (protest) in front of the showroom at the moment.
3. The client _____ already _____ (arrive) for the meeting and he is waiting in the lobby.
4. The decline in sales _____ (influence) the company to reduce its labour force within the next few days.
5. The evening news reported that the employees in the banking sector _____ (resume) work today after finishing their trade union strike.
6. Neither Mr. Subasinghe nor his staff members _____ (know) about today's meeting which is scheduled to take place in the afternoon.
7. The recent polls indicate that almost all the customers _____ (be) in favour of the changes made to the new product.
8. Everyone believes that the CEO _____ (resign) from his post this week as a result of the confirmed reports of bribery and corruption.
9. The Ministry of Education, along with several high-profile companies, _____ (host) the Emerging Young Entrepreneur 2020 programme next year.
10. The delegates from the company _____ (negotiate) with the Indian Cricket team's captain, Virat Kohli these days to select him as the brand ambassador for the company's latest smart phone.

B) Write the appropriate wh question for the responses given below. (1 mark x 5 = 5 marks)

1. _____

She is Ms. De Silva, the Manager of Singer Mega showroom in Kiribathgoda.

2. _____

The company's branch is next to People's Bank and opposite Arpico.

3. _____

Because the employees are not happy with their payments.

4. _____

I spoke to several colleagues including Mr. Perera about the new project.

5. _____

It is the Branch in Monaragala which does not function effectively.

C) Select the correct adverb from the ones given in the box and complete the sentences. Please note that there are three extra adverbs that cannot be used as answers. (1 mark x 5 – 5 marks)

successfully, happily, yesterday, slowly, poorly, deliberately, thoroughly, upstairs

1. The Public Health Inspector _____ examined the food items alleged to have expired.
2. Mr. Perera was criticized for _____ withholding evidence and disrupting the internal investigation.
3. As a result of the continuous reminders, the shipment of products was sent _____ without further delay.
4. After the appointment of the new Project Manager, the project was completed _____ and on time.
5. He performed _____ in the Accountancy test as he did not study properly.

D) Write down the correct preposition from the choices given within brackets and complete the passage. (1/2 mark x 10 – 5 marks)

Ratan Tata is one _____ (in, of, at) the leading Indian industrialists, ex- Chairman of the Tata Group _____ (in, to, of) Companies. He currently holds the post of Chairman Emeritus of Tata Sons. Brought up _____ (with, by, in) his grandmother _____ (from, of, in) the age of ten when his parents separated, he became actively involved _____ (of, to, in) the family business _____ (of, after, to) completing his graduation. He started as a fellow worker _____ (on, in, at) the shop floor at Tata Steel and gained an insight _____ (in, with, about) his family business. After the retirement _____ (of, in, to) J.R.D. Tata, he became the new Chairman of the Tata Group. Under his leadership, the organization achieved new heights and generated large amount of overseas revenues. He was instrumental _____ (in, to, at) the acquisition of Tetley, Jaguar Land Rover and Corus, which turned Tata from a major India-Centric company to a global brand name.

Source: adapted <https://www.thefamouspeople.com/profiles/ratan-tata-5516.php>

E) Change these sentences from Direct Speech to Indirect Speech. (1 mark x 5 – 5 marks)

1. The CEO said, "We will have a discussion and find a solution to the problem".

2. Ms. Sujatha said, "There are employees who are willing to work on Sunday to meet the deadline".

3. The assistant said, "Go to the next counter to collect the parcel".

4. The client asked, "Can I have a form to fill in the details of the product?"

5. Mr. Suranjith says, "all staff will receive a health benefits package by the end of this year".

3. Error correction (15%)

Each of the sentences given below contains an error. Circle the error and rewrite the sentence correcting the error. (3 marks x 5 – 15 marks)

1. The staff members speaks English very fluently.

2. The Directors are working hardly in the new project.

3. Ms. Ramakrishnan is interesting in meeting new clients.

4. The company's sales personnel undergoes a rigorous training programme.

5. One of Sri Lanka's most experienced CEOs are expected to take over the company.

4. Dialogues (10%)

Complete the dialogue by writing down appropriate responses. (1 mark x 10 – 10 marks)

Receptionist: Good morning, Mr. Ranjith. Are you here to meet Mrs. Niranjala?

Mr. Ranjith: _____

Receptionist: I'm afraid Mrs. Niranjala is not at her seat Mr. Ranjith. She in fact told me to ask you to wait.

Mr. Ranjith: _____

Receptionist: Mmm...she will be late at least for half an hour, I think.

Mr. Ranjith: _____

Receptionist: Is that so? Can I take your message then?

Mr. Ranjith: _____

Receptionist: Ah, in that case, maybe I can direct you to Ms. Stephanie?

Mr. Ranjith: _____

Receptionist: Well, she is our new recruit and she works with Mrs. Niranjala.

Mr. Ranjith: _____

Receptionist: Her cubicle is next to Mrs. Niranjala's.

Mr. Ranjith: _____

Receptionist: Just wait a minute Mr. Ranjith. I will check whether Ms. Stephanie is in her cubicle.

Mr. Ranjith: _____

Receptionist: O.k. Mr. Ranjith. She is there and I informed her that you would be coming to meet her.

Mr. Ranjith: _____

Receptionist: You are welcome Mr. Ranjith. Hope Ms. Stephanie can help you with your task. See you later.

Mr. Ranjith: _____

5. Letter writing (20%)

Write a formal letter according to the details given below. Use the box provided to write the answer.

Imagine that you have decided to conduct a workshop to develop soft skills of your staff members. You have already spoken to Ms. Sharma Subasinghe, a lecturer at the University of Kelaniya, Sri Lanka to conduct the programme and she has accepted your invitation. Write an official letter inviting her for the event.

Your letter should include the following:

- Appreciate Ms. Sharma Subasinghe for accepting the invitation amidst her busy schedule
- Details of the workshop (duration, the number of staff members)
- Payment (Rs. 1500 per hour)

