



UNIVERSITY OF KELANIYA - SRI LANKA
Centre for Distance and Continuing Education

Bachelor of Commerce (Special) Degree First Examination – 2015

English

ELTU E 1072 – English for Business Communication

Index No. :.....

No. of questions: 05

Time: 03 hours

Answer all the questions on this paper.

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

Reading (30 marks)

1. a) Read the following e-mail and answer the given questions. (2 marks x 5 = 10 marks)

To: HK supplier
Subject: Walkie Talkie

Dear Madam/Sir,

We are a UK importer of many products and we are looking for promotional items for Christmas. Please can you provide the following information on your products? Volume would be in the region of 10,000 units.

Please provide an image of the products, packaging, your best price, lead time, international standards met.

We look forward to your early reply.

Yours sincerely,
Mr. John Citizen

UK Buyer

1. What is Mr. Citizen's main intention of writing the e-mail?

2. If you are a Sri Lankan manufacturer interested in doing business with Mr. John Citizen, what is the minimum number of items you should send to him?

3. Mention **two** types of information on the products that Mr. Citizen has requested.

4. Does Mr. Citizen seem optimistic in his e-mail of receiving a reply from you? Quote the line that expresses this optimism.

5. The subject line of the email is, "Walkie Talkie". Write a more suitable subject line which expresses the intention of Mr. Citizen.

1.b) Read the following passage and answer the given questions. (20 marks)

1. The country last week started to gradually realise the grim reality of the economic recovery this year due to the fears of the impact of Coronavirus both internationally and locally. Stock market trading was halted three times within four days last week to prevent a steep fall. The main All Share Price Index (ASPI) plummeted 4.1% last Tuesday after the world risky asset markets plunged a day before due to fresh COVID-19 threats. It also fell 3.6% on Thursday after the detection of the first Sri Lankan national with COVID-19 positive, and nearly 3% on Friday.

2. This week all the schools and universities are closed. The Government declared Monday as a Public and Mercantile holiday in a response to prevent the novel Coronavirus spread throughout the country. The Health Ministry has ordered to not hold any mass gathering. Religious ceremonies and sermons are shortened. Even film theatres are ordered to be closed. All these measures come in the wake of fears of a Coronavirus outbreak in the country. At the time of writing, at least 28 Sri Lankans have been detected positive for the novel virus and are being treated in the country.

3. The grim reality is the outbreak of Coronavirus across the world is **likely** to hit Sri Lanka's key foreign revenue earners like garments, tourism, and remittances harder while easy foreign borrowing from China could be constrained as the world's second largest economy **itself** is struggling with the highest fatalities from the pandemic.

4. The Middle East, which is the main job market for over half a million Sri Lankan expatriates, has seen the reality of the deadly virus. Some of the Middle Eastern countries have imposed travel restrictions and shut down their airports while the prices of crude oil, which is the main sources of income for many Gulf countries, have plunged on lower demand after the COVID-19 outbreak. This means many Sri Lankans may lose jobs in the Middle East or will be forced to seek alternative jobs, perhaps at a lower wage.

5. Remittances or income from Sri Lankan expatriates have been the top foreign exchange earner of the country. It is also the main income of hundreds of thousands of rural Sri Lankans, who comprise the major vote base of Sri Lanka Podujana Peremuna (SLPP), the ruling party under which President Gotabaya Rajapaksa was elected in November 2019.

6. Reduction in remittances will compel rural Sri Lankans to look for other sources of income and agriculture could be the obvious beneficiary, though it is unlikely to happen overnight. At the same time, reduction of overseas jobs means there is an imminent need to create more jobs locally beyond politicians' lip service. Unless the Government promotes private sector-led growth, it will be compelled to expand the State sector which is already over-bloated.

7. The IMF has already said the global spread of the novel Coronavirus has crushed hopes for stronger growth this year and would hold 2020 global output gains to their slowest pace since the 2008-2009 financial crisis. This kind of global slowdown will result in more job losses for millions of expatriates across the globe.

8. Sri Lanka's tourism industry had almost completely recovered in December after the Easter Sunday attack last year. The leisure sector was preparing for a stronger growth in 2020 before the bad news on the novel Coronavirus outbreak.

9. Monthly tourist arrivals which were 70% down in May, the month following the Easter Sunday attacks, recovered to just 4.5% less in December compared to the same month in the previous year. The impact of the Coronavirus is already seen with a 55% drop in Chinese tourist arrivals into the country. Chinese tourists ranked third in last year's top foreign visitors list after India and the United Kingdom.

10. The lower number has also reflected in earnings with revenue from tourism falling 18% to \$ 391 million in February from a year ago. With the State-run Sri Lankan Airlines cancelling as many as 36 flights per week to China and the Middle East as a response to the COVID-19 outbreak, the tourism industry will see a further dip in earnings. Since the end of the war, tourism has become the fastest-growing foreign exchange earner with related sectors like transport and food and beverage also benefitting immensely. All these sectors came back to almost normal towards the end of the last year mainly due to a surge in local tourism after the initial plunge. But this time, local tourists are also not going to visit anywhere until normality returns from the fears of COVID-19 threats. Thus, the Coronavirus fear will dent tourism in the country, which could hit hotel, food and beverage, and transport sectors significantly.

Source: <http://www.ft.lk/columns/Sri-Lanka-s-economic-recovery-suffers-amid-COVID-19-threat/4-697597> (edited)

I. Select the most appropriate answer from the choices given. (1 mark x 5 – 5 marks)

1. The stock market in Sri Lanka was halted three times to prevent _____.

1. a small growth
2. a sharp decline
3. no change
4. a short break

2. What fell 3.6% after the first Sri Lankan national was tested positive for COVID-19?

1. Asset markets
2. Stock market trading
3. All Share Price Index
4. None of the above

3. According to the 2nd paragraph, the Sri Lankan government introduced several steps to prevent the spread of the Coronavirus EXCEPT,

1. Close most of the educational institutions in the country
2. Encourage the gathering of large crowds
3. Shorten religious ceremonies
4. Close film theatres

4. The word “likely” in the 3rd paragraph is closest in meaning to,

1. possible
2. truly
3. preferably
4. like

5. The word “itself” in the 3rd paragraph refers to,

1. Sri Lanka
2. easy foreign borrowing
3. Chinese economy
4. pandemic

II. Write short answers to the following questions. (2 marks x 5 – 10 marks)

1. Mention **one** negative outcome of the COVID-19 outbreak in the Middle East for Sri Lankans working in those countries.

2. Is the income from the exports the main foreign exchange income for Sri Lanka? Give a reason for your answer.

3. What is the industry in Sri Lanka which could benefit from the reduction in remittances?

4. What is the international organization which claims that Coronavirus has destroyed any hopes of a strong economic growth this year?

5. Mention another term for the tourism industry used by the writer.

III. State whether the following statements are true (T) or false (F). (1 mark x 5 – 5 marks)

1. The tourism industry in Sri Lanka never recovered after the Easter Sunday attacks.
2. Most of the tourists arriving in Sri Lanka are from China, India and the United Kingdom.
3. The revenue from tourism has decreased by approximately 20% compared to the same time last year.
4. The COVID-19 outbreak is the main reason for the cancellation of the flights of Sri Lankan Airlines to China and the Middle East.
5. The impact of the Coronavirus on tourism will mostly be felt by the transport sector.

2) Grammar (25 marks)

a) Use the appropriate form of the verb given within brackets and complete the sentences. (1/2 mark x 10 – 5 marks)

1. This time tomorrow, the CEO _____ (fly) to Singapore to present his business proposal.
2. Ms. Perera said that she _____ (help) me to write the report.
3. Please _____ (phone) Ms. Suneetha once you return to the office.
4. Ms. Hafeeza tried to open the door to see who _____ (be) outside.
5. Mahendran _____ (wait) at the branch for two hours and then he went home.
6. The Director _____ (have) six different secretaries so far but he has not been able to find anyone who is suitable for the permanent post.
7. Ms. Nicole _____ (return) from Kolkata yesterday. She went there to discuss our new procurement policy.
8. The manager made sure that the committee members _____ (have) enough to eat and drink.
9. Romesh will get the job if he _____ (succeed) in the interview.
10. The meeting _____ (begin) by the time Mr. Nirmal and Ms. Fathima reached the board room.

b) Construct the appropriate *wh* question which provides the given responses. (1/2 mark x 10 – 5 marks)

1. The new branch is located in Nugegoda.

2. That is Ms. Suren. She is our Head of Marketing.

3. It will take around 5 months to complete the extension to the office premises.

4. I think his salary is around one hundred thousand rupees per month.

5. I do not know where Varuni is now, but I saw her speaking to Keshawa at yesterday's party.

6. They probably have to discuss the project proposal with the Director. Otherwise, they have no reason to be there.

7. The emergency board meeting is next Wednesday. Didn't you get the memo?

8. There are approximately 1500 employees working in the production division.

9. I think it is Nasuha's report. She is known for her attention to detail.

10. I think the marketing division is more efficient than the general administration.

c) Complete the passage by using the adverbs and prepositions given in the box. (1 mark x 10 – 10 marks)

barely	for	by	globally	among
in	on	from	at	of

Both the U.S. and China have to “step up to the plate” and provide global leadership _____ (1) a time when the world’s poorest countries are _____ (2) trouble due to the pandemic, said a distinguished economist. The Coronavirus outbreak, which has led to countrywide lockdowns _____ (3), has done “extreme damage” to the global economy, said Raghuram Rajan, a finance professor at the University of Chicago’s Booth School _____ (4) Business. “I think the most important difference is: who has been able to stand?” he said, at a conference organized _____ (5) the Singapore-based bank, DBS in late July. Citing data _____ (6) an International Monetary Fund (IMF) report in June, he pointed out that _____ (7) average, fiscal and credit measures taken by developed, industrial countries to deal with the pandemic amounted to 20% of gross domestic product. _____ (8) emerging economies, that figure fell to 5%, and _____ (9) developing economies, or the poorest countries in the world, it is _____ (10) one percent, said Rajan, who was a former governor at India’s central bank.

Source: <https://www.cnn.com/2020/08/03/us-china-must-step-up-to-lead-the-world-during-the-coronavirus-crisis.html>

d) The following sentences contain an error in each of them. Underline the error and rewrite the sentences. (1 mark x 5 – 5 marks)

1. Neither Manel nor Rajesh know about the newly advertised position.

2. No one have written the report on time.

3. Both Ms. Nirmani and Mr. Vomukthi was absent for today’s meeting.

4. Either of the two committee members have to do the presentation.

5. One half of the employees was worried about losing jobs after the new recruitment policy.

3) Vocabulary

a) Select a word which is closest to the meaning of the word in bold of each sentence. (3 marks x 5 – 15 marks)

1. Mr. Suren did not understand the negative feedback he received after last month's performance **appraisal**.

- | | |
|------------------|---------------|
| 1. intimation | 3. evaluation |
| 2. summarization | 4. assignment |

2. The relationship between the business associates and Mr. Pathmanathan **deteriorated** to such an extent that most of the meetings ended almost in fist fights.

- | | |
|--------------|--------------|
| 1. improved | 3. destroyed |
| 2. increased | 4. worsened |

3. E-mail has become the primary means of **disseminating** information between different branches.

- | | |
|--------------|--------------|
| 1. shredding | 3. shrouding |
| 2. spreading | 4. screaming |

4. The **transition** from the manual production to automatized production was quite a challenge for many of the staff members.

- | | |
|----------------|---------------|
| 1. development | 3. change |
| 2. increase | 4. suspension |

5. We need to ensure clear communication between employees at different **hierarchical levels** for the success of any business enterprise.

- | | |
|---|-------------------------|
| 1. rankings based on importance of the position | 3. democratic positions |
| 2. social status according to gender | 4. evolution of power |

4. Dialogue (10 marks)

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

A: Hello, Mr. Fernando, I am Rajesh from Marketing speaking. Is this a good time to talk?

B: _____

A: Oh is that so? Then I will make it quick. Did you prepare last quarterly report on sales?

B: _____

A. Really? That is strange. When I checked for it on the website, I could not find it.

B: _____

A. Yes, that is most probably true. So if it is not on the website, where can I find it?

B: _____

A. No, who is she?

B. _____

A. That is great to hear. Can I get her number then? If she handles all the documents, she should have it.

B. _____

A: I am afraid it is. Can you give her number?

B. _____

A: Seriously? Then what can I do?

B: _____

A: Thanks! It will be great if you can check and let me know.

B: _____

A: It is raj85@gmail.com.

B: _____

A: Yes, got it. Thanks a lot. You are a real life saver.

B: No problem. Glad to be of help. I have to rush to the meeting now. Bye then.

A: Bye. Thanks again and sorry for troubling you.

5. Letter (20 marks)

You have received a letter of complaint from Ms. Sriyani Dissanayake, one of your long standing customers about her recent visit to your branch in Pettah. According to her, the sales assistant, Mr. Nirmal has been extremely disrespectful towards her and has ignored her request

for assistance in selecting a product. After receiving the complaint, you have conducted an inquiry and found the complaint to be true and suspended Mr. Nirmal for two weeks. Write a letter to Ms. Dissanayake including the following information.

- Apologize to Ms. Dissanayake for her treatment by the sales assistant
- Inform Ms. Dissanayake of the inquiry and the suspension of Mr. Nirmal
- Assure Ms. Dissanayake that this kind of incidents will not occur in future

Your letter should be between 300-350 words in length and should be written in the space given below.

