



University of Kelaniya – Sri Lanka
Center of Distance and Continuing Education
Bachelor of Commerce Degree First Examination (External) - 2016
BCOM E 1072 – English for Business Communication

No. of questions: 05

Total marks: 100 %

Time: 2 hours

Index No. :

Answer all the questions on this paper.

Question No.	MARKS	
	First Examiner	Second Examiner
01		
02		
03		
04		
05		
TOTAL (100%)		

1. Reading comprehension (30%)

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

Part 01

To: Prabhodika Siriwardana

Date: 6 September

Subject: Invitation to job interview

Dear Prabhodika,

Thank you for your application for the position of sales manager.

We would like to invite you for an interview at 10 a.m. on Monday 21 September at our offices at Battaramulla, Colombo.

You will meet with our head of sales, Shahera Yatagama, and the interview will last for about 45 minutes. During this time, you will have the opportunity to find out more about the position and learn more about our company.

Please bring your CV and references to the interview. You will also need to show a form of ID at reception to receive a visitor's pass. Please ask for me as soon as you arrive.

If you have any questions or if you wish to reschedule, please call me on 078-2060552 or email me by 12 September.

I look forward to meeting you.

Best regards,

Anne Piyumika

Human Resources Assistant

Source: <https://learnenglish.britishcouncil.org/skills/reading/pre-intermediate-a2/an-invitation-to-a-job-interview>

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

1. Prabhodika Siriwardana applied for position.
 - a. Head of Sales
 - b. Sales Manager
 - c. Sales Assistant
 - d. Human Recourses assistant
2. The interview will be held on
 - a. 22 September
 - b. 6 September
 - c. 21 September

- d. 12 September
- 3. The interview will take

 - a. a day
 - b. just over an hour
 - c. under an hour
 - d. over two hours

- 4. Prabhodika does not have to bring her

 - a. ID
 - b. references
 - c. CV
 - d. birth certificate

- 5. Prabhodika needs to ask for at the reception.

 - a. the reception manager
 - b. Prabhodika Siriwardana
 - c. Human Resources Assistant
 - d. Anne Piyumika

Part 02

1. For a business to survive in today's world, it is important that we regularly review what we are doing and how we are doing it. By considering new ideas and new ways of doing things, and trying to innovate, we can improve on our products/services, increase sales, reduce costs and make our processes more effective and efficient. Innovation is key to increasing profits. There are several ways a company can be innovative with their products and services. Today we will look at four of them.
2. When we think of innovation, we often think of new technologies. While they might be impressive, we should not use new technologies just because they are available. It is important to consider how the technology can improve our product/service and make a difference to our customer. Companies that produce cars, toiletries, household appliances, etc. often have a large R&D department to work on making their products better.
3. By listening to customer feedback, we can get their opinions on how we are doing and find out about what it is that they want. We also need to be aware of changes in customer demands and keep up with the times. When fast-food restaurant McDonald's realised that the market wanted healthier choices, they introduced fruit and salads, while removing the 'super-size' option from their menus.
4. Your business might be doing well, but there is no growth or development and there is a risk that your competitors might take away some of your customers. Innovation sometimes means developing a new product that targets a different market. Although video games were often played by boys, in 2006, video games giant Nintendo introduced the game console Nintendo Wii, successfully targeting girls and older customers with games like Brain Training.
5. By looking at the changes to the customer's lifestyle and needs, we sometimes realise that there might be better ways to serve them. Customers who do not have a lot of time might prefer to have their food or their shopping delivered to their homes, or they might like to do their banking online rather than in an actual bank. Not all innovation will bring success to our businesses, but it can give us the opportunity to grow and learn more about what we do and what our customers might want.

Source: <https://learnenglish.britishcouncil.org/skills/reading/intermediate-b1/innovation-in-business>

B. Indicate whether the following statements are true (T) or false (F). (2 marks × 5 – 10 marks)

1. We innovate because we want our businesses to make more money. (.....)
2. Being innovative is not all about using the newest technologies in your business. (.....)
3. Customer feedback can be helpful to identify what they want. (.....)
4. McDonald's have been changing their menu since they started. (.....)
5. If you always target the same customers, you can lose your competitors. (.....)

C. Select the appropriate paragraph for each topic given below and include the paragraph number on the space given in brackets. (2 marks × 5 – 10 marks)

1. Changing the way, you provide a service (.....)
2. Responding to customer demands by changing what is on offer (.....)
3. What does it mean to be innovative in business? (.....)
4. Offering a new product/service to reach new customers (.....)
5. Using the latest technology to improve your product/service (.....)

2. Grammar (25%)

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

1. They already(forward) the applications to the manager.
2. Mihiran (understand) his mistake and (apologize) from the client he met yesterday.
3. During the meeting, no one(pay) attention when the CEO (discuss) about the issue.
4. Rizwa(collect) details for the new project.
5. He always (reply) for the emails within a day.
6. The finance department (recruit) five employees last month.
7. He (not appoint) anyone for the new position yet.
8. Linda is the most talented marketer I ever (meet).

B. Write the appropriate “WH” question for the response given below. (1 mark × 5 – 5 marks)

1.
The name of the new company she opened is LLC.
2.

They missed the event, because of the pandemic situation.

3.

It cost 1000 rupees to repair my laptop.

4.

They will advertise for new vacancies next month.

5.

Only five people work in my department.

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 × 5 = 5)

Carefully good well property drastically fast properly fast

1. They completed their work
2. She talks with her clients really
3. Dan hasn't got a lot of money, so when he goes shopping, he always looks at the prices.
4. There was a system error yesterday, so none of us could do our work
5. The employees' physical and mental wellbeing can affect the development of the Company.

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

Twenty years ago, few people realized that computers were about to become a part (of/from/in) our daily lives. This short period (in/ on/ of) time has seen enormous changes, in business, education and public administration. Jobs which took weeks (since/ from/ to) complete (in/ during/ on) the past are now carried out (by/ in /from) minutes. Clerks who spent whole day copying and checking calculations are now freed (with/ by/ from) these tedious tasks. In offices, the soft human clicking (of/ on/ in) word processors have replaced the clatter of typewriters. School children have become as familiar (for/ with/ to) hardware and software as their parents had been with pencils and exercise books. Computerization (on/ from/ of) public reports has enables government departments to analyse the needs of citizens in detail. However, some of us may wonder, whether life has really improved (to/ in/ with) these changes.

E. Change these sentences from direct speech to indirect speech. (1 mark × 5 = 5 marks)

1. Hasitha said, "I am facing a power cut today"
.....
.....
2. The employees said "We will get tired of working from home real soon"
.....
.....
3. The manager asked "Can you do this project?"
.....
.....
4. Maya said "My brother went for an interview at HSBC yesterday"
.....
.....
5. They complained "The night shift is too tiring for us"
.....
.....

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 × 5 – 15 marks)

1. They lives in England.
.....
2. She is really good on marketing.
.....
3. Raheem resigned in the job last week.
.....
4. We read the business magazine at the moment.
.....
5. The manager is disappointed on the employees.
.....

4.Dialogues (10%)

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

Fatima:

Liam: It's 2:30.

Fatima:

Liam: You have some time. The afternoon meeting starts at 3:00.

Fatima: Cool. Then I can have a coffee before the meeting. Do you want to join?

Liam:

Fatima: Really? Why is that?

Liam:

Fatima: Well, for me, it's the opposite. I love the taste of coffee. Also, it is an energy booster.

Liam:

Fatima: Well, caffeine in coffee is known to make us feel more awake and alert.

Liam:

Fatima: Yes, that's why I like to have a cup of coffee before a meeting. Maybe you should give it a try.

Liam:

Fatima: Great! Let's go to the café then.

Liam:

Fatima: No, we are not going to the café near the office. We are going to the one they opened recently.

Liam:

Fatima: It is next to the ground.

Liam:

Fatima: Yes, let's go there quickly.

5. Letter writing (20%)

Imagine that you have decided to leave your current employment.

Write a letter to your employer. In the letter:

- explain why you are writing.
- explain why you have decided to leave the company.
- tell your employer what you plan to do after leaving your present employment.

6
8
4



