



University of Kelaniya - Sri Lanka

Centre of Distance and Continuing Education

Bachelor of Commerce Degree First Examination (External) – 2021

BCOME 1072 – English for Business Communication

No of questions: 04

Total marks: 100%

Time: 3 hours

Index No:

Answer all questions on this paper.

Question No.	Marks	
	Examiner 01	Examiner 02
01		
02		
03		
04		
Total (100%)		

1. Reading comprehension (30%)

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

A)

An email request for help

To: James Forrester

Date: 6 November

Subject: Possible help with product design

Dear James,

As you know, we have been working on the new perfume that we are launching in April and we are unsure about some of the packaging details. We have seen some of your creative work in the sales department and we think you have a very good eye for detail.

Do you have some time before close of business this Friday to sit down with us and talk through some of our designs? We would truly appreciate your advice on this. It shouldn't take longer than two hours of your time and we would be happy to clear it with Patricia, your department head, if necessary.

Best regards,

Sarah Ford

Head of Department

Product Design

Source: <https://learnenglish.britishcouncil.org/skills/reading/b1-reading/email-request-help>

1 Underline the most suitable answer. (1 mark × 5 – 5 marks)

1. What department does James work for?

- a. Marketing
- b. Product Design
- c. Sales
- d. Research and Development

2. Which department is working on the new perfume?

- a. Marketing
- b. Product Design
- c. Sales
- d. Research and Development

3. What is happening in April?

- a. The company will introduce the new perfume to the public.
- b. The product design department will finish their design of the new perfume.
- c. The sales department will stop selling perfumes.
- d. The marketing department will design advertisements for the new perfume.

4. What is Sarah requesting?

- a. For James to design the perfume.
- b. For James to have a meeting with the product design department to help them with the packaging of the perfume.
- c. For James to ask Patricia for permission to sell the perfume.
- d. For James to move to the product design department.

5. Who is the head of the sales department?

- a. James
- b. Sarah
- c. April
- d. Patricia

2 Write a number (1–5) to put the events in the order they are mentioned. (1 mark × 5 – 5 marks)

2. James has a meeting with Sarah and her team. (.....)
3. The product design department starts work on the design of the new perfume. (.....)
4. The product design department introduces the new perfume to the public. (.....)
5. Sarah and her team finalise the details of the packaging for the new perfume. (.....)
6. Sarah writes an email to James asking for help. (.....)

B)

The sharing economy

If we look around us at the things we have purchased at some point in our lives, we would no doubt notice that not everything we own is being put to good use: the thick woolen coat which we thought looked trendy despite the fact that we live in a tropical country, the smartphone that got put away when we bought ourselves the newest model, the car that only gets used at the weekends, or even the guest room in our house that somehow got turned into a storeroom.

Those underutilized items may seem useless to some, but could be an asset to others. With the advent of the internet, online communities have figured out a way to generate profit from the sharing of those underused assets. Using websites and social media groups that facilitate the buying and selling of second-hand goods, it is now easier than ever for peer-to-peer sharing activities to take place. And this is known as the sharing economy.

These democratized online platforms are providing a chance for people to make a quick buck or two. To give an example, busy parents previously might not have bothered with setting up a stall at the local market or car boot sale to sell their children's old equipment, but with online marketplaces, parents are now able to sell on those hardly worn baby clothes that their children have outgrown and the expensive pushchairs and baby equipment they have invested in, so as to put some cash back into their pockets.

Businesses have also caught on to the profitability of the sharing economy and are seeking to gain from making use of those underutilized resources. A business model that has rapidly risen in popularity sees companies providing an online platform that puts customers in contact with those who can provide a particular product or service. Companies like Airbnb act as a middleman for people to cash in on their unused rooms and houses and let them out as lucrative accommodation. Another example is Uber, which encourages people to use their own personal cars as taxis to make some extra cash in their free time.

This move towards a sharing economy is not without criticisms. Unlike businesses, unregulated individuals do not have to follow certain regulations and this can lead to poorer and inconsistent quality of goods and services and a higher risk of fraud. Nevertheless, in the consumerist society we live in today, the increased opportunities to sell on our unwanted and underused goods can lead to a lesser impact on our environment.

Source: [Exam-The-sharing-economy.pdf](#)

1 Underline the most suitable answer. (2 marks × 5 – 10 marks)

1. The sharing economy does not involve ...
 - a. people selling their used things to others.
 - b. people offering their services to others.
 - c. businesses selling their goods to people.
 - d. businesses acting as a middleman for people who want to sell a product and people who want to buy it.

2. People can now sell things more easily because ...
 - a. people nowadays buy more things.
 - b. businesses want to buy the things they don't use.
 - c. there are now more market stalls and car boot sales.
 - d. there are now online platforms where they can meet people who want to buy their goods and services.

3. Parents might want to sell their baby clothes and baby equipment because ...
 - a. they want to make back some of the money some of the money they spent on those baby purchases.
 - b. they don't like the baby items they have bought.
 - c. the baby clothes and equipment are old and worn out.
 - d. they need the money for other investments

4. Which of these is something that the author says we might underutilize?
 - a. A thick coat in a cold country
 - b. The latest smartphone
 - c. Clothes our babies don't or can't wear any more
 - d. The storeroom in our house

5. It might be a problem for unregulated individuals to sell to others because ...
- they have to follow certain regulations.
 - what they sell might be of a lower quality.
 - they don't have a business licence.
 - they like to criticise their buyers.

2 Are these statements true or false? (2 marks × 5 – 10 marks)

- We don't always use everything we buy. (.....)
- By offering our goods and services online, we can make a profit. (.....)
- Things that are useless to you will also be useless to others. (.....)
- Businesses have realized that they can make money by buying people's unwanted goods. (.....)
- Airbnb is a company that sells people's unwanted houses. (.....)

2. Grammar (20%)

A) Write the appropriate question for the response given below. (1 mark × 10 – 10 marks)

1.....

I did not attend for the meeting, **as I was not informed about it.**

2.....

The manager will **appreciate** our hard work at the meeting.

3.....

No, we were unable to hear anything clearly.

4.....

Yes, she is making the project report.

5.....

The conference will be held **at 5 p.m.**

6.....

The **project manager** chaired the meeting.

7.....

Yes, they have already recognized the system issue.

8.....

Yes, she always gives negative feedback.

9.....

I asked the customer **to call me back in the evening**.

10.....

Last week, **we completed the project**.

B) Put the words and phrases in order to make sentences. (2 marks × 5 – 10 marks)

1. roles /I have/ in /various /experience /five years'

.....

2. My/ involves working /deadlines /role/ tight /to

.....

3. a /create/ ability to/ I have /successful campaigns/ proven

.....

4. digital/ in /specialize/ I/ marketing.

.....

5. in /excel /I /impact/ analysis.

.....

3.Vocabulary (30%)

Write the correct form of the word in brackets. (2 mark × 10 – 20 marks)

1. I have a proven to deliver successful marketing campaigns. (able)
2. I am a strong (collaborate)
3. I have specialist of marketing. (know)
4. I use my in analytics to assess the success of campaigns. (expert)
5. I was for the overall social media strategy. (responsibility)
6. I played a key role in campaigns. (number)
7. I started to monetise my blog through posts. (sponsor)
8. I worked on several initiatives to boost customer..... (engage)
9. I travelled through 12 countries, met several bloggers and started my own travel blog. (profession)
10. I have also three product launches. (support)

B) Select the most suitable word for each blank from the box and complete the email.
(1 mark × 10 – 10 marks)

needed	advance	leave	approval	considering
ask	taken	ensure	reachable	receiving

Dear Mr. Peiris,

I am writing to for some time off from Monday 22 July through to Friday 26 July.

It has been a while since I have time off work and I wish to use some of my annual to spend some much time with my family.

Upon your I will arrange to cover my responsibilities and I will also that all pending work will be completed in Before I leave. I will be checking email everyday when I'm off and will be If urgently needed.

Thank you for my request and I look forward to your response.

Best Regards,

Mr. Silva

Senior Analyst

4. Writing (20%)

You are the manager of the ABC Company. Write an effective email to your team recognizing the hard work and the targets achieved within this month. (20 marks)

Word limit-150-200.

