



University of Kelaniya - Sri Lanka

Centre of Distance and Continuing Education

Bachelor of Commerce Degree First Examination (External) – 2022

BCOM E 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) A job interview.

Interviewer: Hi! I'm Harry Jones, the HR Manager here. Nice to meet you. Please have a seat.

Applicant: Hi, Mr. Jones. I'm Ann Smith. Thank you. Glad to meet you, too.

Interviewer: Please tell me a little bit about your educational background and work experience.

Applicant: I received my Bachelor's in Marketing and then went on to earn an MBA degree. For the past five years, I've been working in sales at XYZ Company. My most recent position was as Regional Sales Manager.

Interviewer: I see. So, you've had a fair amount of supervisory experience, then? How are your computer and communication skills? This position requires spreadsheet reporting and interacting with people at all levels.

Applicant: Yes, I've had a lot of supervisory experience, having managed the entire sales team for my region. I'm proficient with various spreadsheet programs. I really enjoy working with people, and am at ease communicating with customers, vendors, and coworkers.

Interviewer: What kind of salary expectations do you have for this position, Ann?

Applicant: My expectation would be within typical market salary ranges.

Interviewer: Do you have any particular questions about the job?

Applicant: No, not at this time. Thank you for taking the time to interview me. I'm looking forward to the possibility of joining your firm.

Interviewer: We'll be making our hiring decision shortly and will notify you. Nice to have met you, Ann. Goodbye.

Source: <https://lingua.com/pdf/business-english-job-interview.pdf>

Underline the most suitable answer. (1 mark × 6 – 6 marks)

1) Ann was interviewed by the company's...

- a) Vice President
- b) Chairman
- c) HR Manager
- d) Regional Sales Manager

2) Ann has worked for the past five years in the field of...

- a) MBA
- b) Sales
- c) Spreadsheets

- d) Vendor Management
- 3) How does Ann feel about working with people?
- a) she manages it
 - b) she communicates it
 - c) she dislikes it
 - d) she enjoys it
- 4) Mr. Jones wants to ensure whether Ann has better communication skills because....
- a) She needs to work with spreadsheets
 - b) She looks shy
 - c) She needs to interact with others
 - d) She needs to talk about spreadsheets
- 5) Mr. Jones asked Ann about her expectations for...
- a) customers
 - b) salary
 - c) sales levels
 - d) XYZ Company
- 6) Mr. Jones indicated a hiring decision would be made...
- a) shortly
 - b) tomorrow
 - c) next week
 - d) with a spreadsheet

B) Flexible working

Fred works for a traditional company that expects him to start at 8.30 a.m. and leave at 5.30 p.m. or later every day. Most of his work is done on a project basis and, as a manager, he is responsible for the quality of work that is produced and for meeting deadlines. On most days of the week, there is often extra work to be done on a project, and Fred stays late in the office or brings his work home. Occasionally, when he finishes all his work before 5.30 p.m., he finds himself hanging around, chatting with colleagues and waiting for the time he can officially leave.

With two small children at school, Fred has to use up his annual leave in order to take time off when his children are ill, when he wants to attend their sports day or any time the kids have a half-day at school. Fred also lives an hour's drive from his office and therefore spends two hours a day commuting.

In the interest of increasing productivity and making better use of his time, Fred suggested the idea of flexible working to his director. His director, however, rejected his suggestion, saying that he saw flexible working as problematic for the company. Fred's director isn't alone in this thinking. In many organizations, there is still a culture in which the employee who arrives the earliest and leaves the latest is considered the most hard-working, and many bosses still believe that they can't trust their employees to work remotely. They worry that there are too many distractions for workers at home or that team working and communication won't be as good if workers are physically disconnected from each other.

Some employers think management is about the close supervision of employees to direct and control not just what is done but also exactly how it is done.

However, the nature of a lot of work today involves meeting deadlines, achieving certain objectives and hitting targets. As most people who've worked in these kinds of environments know, productivity is less about how many hours you spend in the office and more about how well you meet those goals. Even though they're outside the office, the remote worker who is not meeting targets is quickly noticed. Micromanaging bosses don't help productivity either. In fact, research shows that controlling bosses can have a negative effect on their employees' performance.

In contrast, giving employees the freedom to organise their working schedule to fit with their personal life means they are working when they are best able to engage fully with their work and are therefore more efficient and productive. Having choices in their working environment and timetable creates responsible and motivated workers who are likely to get better results, knowing they can meet the demands of both their job and their personal life.

Whether it is giving employees the right to work remotely, offering job sharing or part-time working, or allowing non-fixed start and finish times, flexible working is not just about practical working arrangements but also about a culture and a mindset. For example, many remote workers find themselves working past their working hours, partly because there is no commuting to mark the boundaries between work and personal life, making it hard to switch off from work. Companies might need to consider training both workers and management staff to help them better understand what flexible working is, how to implement it and how to encourage a results-driven approach. Only then can flexible working truly result in happier employees, increased productivity and better employee retention.

Source:<https://learnenglish.britishcouncil.org/business-english/business-magazine/flexible-working>

B-1) Are the sentences true or false? Write (T) if true and (F) if false. (2 marks × 6 – 12 marks)

1. Fred's director doesn't want Fred working remotely because he sees Fred making small talk and not working when he's in the office. (.....)
2. If Fred was allowed to work from home, he'd work less and spend more time with his children. (.....)
3. It is easy for a manager to know if a remote worker is not working effectively. (.....)
4. Bosses who are very controlling get better results from their team. (.....)
5. Giving employees more flexible working conditions doesn't really benefit the company. (.....)
6. People who work from home often end up working longer hours than when working in the office. (.....)

B- 2) Complete the sentences using the words given in the box below. (2 marks × 6 – 12 marks)

remotely	boundary	hours	freedom	retention	mindset
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1. Working means that employees can use their commuting time to work.
2. Flexible working gives employees more to make their own decisions and they become more engaged with their work.
3. Remote workers are more motivated and may work past their normal working
4. If employees are happier, they are less likely to leave for another company. Flexible working can improve employee rates.
5. One disadvantage for remote workers may be that there is less of a between work and personal life.
6. For flexible working arrangements to work well, staff who are used to traditional ways of working may need to change their

2. Grammar (20%)

Write the appropriate question for the response given below. (2 mark × 10 – 20 marks)

1.....

No, I did not attend for the conference last week.

2.....

The manager appreciated the new team **at the meeting today.**

3.....

We didn't understand anything at the meeting **because of all the background distractions.**

4.....

They are requesting for a **deadline extension.**

5.....

The interview will be held **at 9 a.m.**

6.....

No, they are not returning to any of my calls.

7.....

I prefer **work from home** more.

8.....

She has discussed her issues **with the HR.**

9.....

They have just emailed about **the upcoming event.**

10.....

These days, the employees spend most of their time **sitting in front of their laptops.**

3.Vocabulary (30%)

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

1. We offered the discount to all our customers. (existing/ exciting)

2. Unfortunately, the customer was not with the discount we offered him.
(satisfying/ satisfied)

3. Thedate is approximately two weeks after the date the order is placed.
(deadline/ delivery)

4. Our service is both fast and (revealable/ reliable)

- 5. We're sure that the new product meets all our customers' (requirements/ requests)
- 6. We don't want to lose them – they're a long-standing andcustomer. (valuable/ valid)
- 7. We received threefrom customers yesterday. (complains/ complaints)
- 8. They sent the invoice but haven't received thefrom the customer yet. (payer/ payment)
- 9. Everyone needs to to the new regulations and keep moving forward. (adapt/ adjourn)
- 10. We want to make sure that the new interns in to their new roles as seamlessly as possible. (transfer/ transition)

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

talks	attend	know	particularly	made
regards	further	for	attaching	again

Dear Rachel,

Thanks (1)..... offering me the opportunity to (2)..... the marketing technology conference last week.

As you (3)..... , I was (4)..... interested in the digital marketing presentations. I saw some very useful (5)..... and I've (6)..... some new contacts that will be good for our company.

I'm (7)..... information on two new digital marketing applications that I think we could use.

Thanks (8)..... for this opportunity.

I'm happy to discuss the applications (9)..... if you're interested.

Best (10).....

Chardine

4. Writing (20%)

You are the head of sales at the ABC Company. You have taken additional help from Ms. Rizva from the marketing department to complete a project on time. Write an effective email to Ms. Rizva, appreciating the help given to your team to complete the project successfully.

Word limit-150-200.