



University of Kelaniya - Sri Lanka

Centre of Distance and Continuing Education

Bachelor of Commerce Degree First Examination (External) – 2023

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) An Email Inviting a Guest Speaker

To: Dr. Angela Rivers

Date: 10 May

Subject: Invitation to Speak at Career Development Seminar

Dear Dr. Rivers,

I hope this message finds you well. I am writing on behalf of the Student Career Club at Kingston University. We are organizing our annual Career Development Seminar scheduled for 26 June at the main conference hall of the university.

We have been following your inspiring work in the field of environmental law, and we would be honored if you could be our guest speaker for this event. Your insights on building a successful career in legal practice would be invaluable to our students.

If you are available, we would appreciate it if you could deliver a 45-minute talk, followed by a 15-minute Q&A session. Of course, we would be happy to arrange transport and accommodation should you require them.

We look forward to your positive response.

Warm regards,

Marion Bell

Event Coordinator

Student Career Club

1. Underline the most suitable answer.

(1 mark × 5 = 5 marks)

1. Who is the email addressed to?
 - a) Marion Bell
 - b) A student
 - c) Dr. Angela Rivers
 - d) Kingston University

2. What is the purpose of the email?
 - a) To book a conference hall
 - b) To invite a speaker to a seminar
 - c) To apply for a job
 - d) To arrange a holiday
3. When is the Career Development Seminar taking place?
 - a) 10 May
 - b) 26 June
 - c) 15 June
 - d) 26 May
4. How long is Dr. Rivers expected to speak?
 - a) 15 minutes
 - b) 45 minutes
 - c) 30 minutes
 - d) 60 minutes
5. Who is organizing the event?
 - a) The Law Department
 - b) Kingston University Administration
 - c) Student Career Club
 - d) Dr. Angela Rivers

2. Write the correct number (1–5) to put the events in the order. (1 mark × 5 – 5 marks)

1. The Student Career Club writes an invitation to Dr. Rivers to be the guest speaker. (.....)
2. The Career Development organizes a seminar. (.....)
3. Dr. Rivers is asked to give a 45-minute talk. (.....)
4. The email offers to arrange transport and accommodation. (.....)
5. The Student Career club needs a guest speaker for the seminar (.....)

B) The Rise of Subscription Services

In recent years, subscription-based businesses have become incredibly popular. This is a business model where customers pay a regular fee to receive products or services. From streaming movies and music to having snack boxes or beauty products delivered monthly, consumers now have endless options.

For companies, subscription services provide a steady and predictable income. Customers, on the other hand, enjoy the convenience of having products delivered to their door without the need to place a new order each time.

One popular example is Netflix, which started as a DVD rental service and has now become one of the world's largest video streaming platforms. Another example is Spotify, where users can listen to unlimited music for a monthly fee.

However, some consumers have expressed concern about the total cost of these services, as small monthly payments can quickly add up when people subscribe to several services at once. Despite this, the subscription economy continues to grow, with new businesses entering the market every year.

1. Underline the most suitable answer.

(2 marks × 5 – 10 marks)

1. What do customers do in a subscription service model?
 - a) Pay only when they want something
 - b) Pay a regular fee to receive products or services
 - c) Pay more than one company at a time
 - d) Work for the company they subscribe to
2. Which of these is NOT mentioned as a subscription service?
 - a) Music streaming
 - b) Snack boxes
 - c) Taxi rides
 - d) Beauty products
3. Why do companies like subscription models?
 - a) They make occasional money.
 - b) They offer steady and predictable income.
 - c) They need to hire fewer people.
 - d) They can increase prices every week.
4. What is a disadvantage of using too many subscriptions?
 - a) They can be unreliable.
 - b) Small payments can add up to a large cost.
 - c) Products are often delayed.
 - d) They only work with cash payments.
5. What happened to Netflix over time?
 - a) It closed down.

- b) It remained a DVD rental service.
- c) It became a major video streaming platform.
- d) It started delivering beauty products.

2. Are these statements true or false? If true state (T) and if false state (F) in the given bracket

(2 marks × 5 – 10 marks)

1. Subscription services have become less popular in recent years. (.....)
2. Spotify lets people listen to music for a monthly fee. (.....)
3. Companies don't benefit from subscription services. (.....)
4. One problem with subscription services is the rising total cost when using many of them. (.....)
5. Netflix started as a beauty product delivery service. (.....)

2. Grammar (20%)

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

1.

I usually arrive at the office **by 8 a.m.**

2.

Yes, we have submitted the final report.

3.

The meeting lasted **for about two hours.**

4.

I called the supplier **yesterday afternoon.**

5.

They will launch the new product **next month.**

6.

No, I haven't received the payment yet.

7.

My favorite hobby is **painting**.

8.

Yes, the documents are ready for printing.

9.

The team completed the presentation slides last night.

10.

The delivery got late, **because of the rain**.

B) Put the words and phrases in order to make meaningful sentences.

(2 marks × 5 = 10 marks)

1. responsible / I / customer queries / for / handling / am

.....

2. has / our company / for / reputation / excellent / an / service / quality

.....

3. meetings / team / we / every / morning / have

.....

4. are / requested / you / the / check / report / to

.....

5. in / the / participated / all / workshop / employees / have

.....

3.Vocabulary (30%)

A) Write the correct form of the word given in brackets.

(2 marks × 10 = 20 marks)

1. After the long hike, we were completely (exhaust)
2. She showed great to succeed in her new career. (intent)
3. The idea of exploring ancient cities is truly (fascinate)
4. Their advertising campaign local tourism last year. (promote)
5. They worked in close on the research project. (collaborate)
6. He is not aware of his (capable)
7. My dream is to become a successful in the field of photography. (profession)
8. I have specialist of statistics. (know)
9. It's important to have good time skills when working on multiple projects. (manage)
10. The school aims to provide quality for children in rural areas. (educate)

B) Select the most suitable word for each blank from the box and complete the email.

(1 mark × 10 = 10 marks)

confirm / opportunity / attending / regarding / confident / notify / approval / receiving/
appreciate / assistance

Dear Ms. Fernando,

I am writing to you the upcoming training workshop scheduled for 15 August. I would like to express my interest in this valuable

session as I believe it will be an excellent to enhance my professional skills.

I kindly request your to participate in the programme. I will make sure to my team about my absence on that day and arrange for necessary cover. I am that my participation will benefit both my role and the department.

Please whether my application to attend has been approved at your earliest convenience. I greatly your consideration and any you can offer in this matter.

I look forward to your positive response.

Best regards,

Ms. Perera

Operations Executive

4. Writing (20%)

You are the team leader of a marketing department at DEF Corporation. Write an email to your team expressing gratitude for their dedication in completing a successful marketing campaign. Mention the positive outcomes achieved and encourage the team to keep up the great work for future projects.

Word Limit- 150-200 words.