



University of Kelaniya – Sri Lanka

Centre for Distance and Continuing Education

Bachelor of Commerce (Special) Degree First Examination (External) - 2011
August / September 2013

Faculty of Commerce & Management Studies

BCOM E1080

English for Business Communication

Answer all the questions on the paper

No. of questions : 06

Time : 03 Hours

Index No :

I. Read the following passage and answer the questions given below. (20 marks)

Asset management generally refers to any system that monitors and maintains things of value to an entity or group. It may apply to both tangible assets such as buildings and to intangible concepts such as intellectual property and goodwill. Asset management strategies using existing data enable trained individuals to analyze, summarize and convey asset characteristics and total information efficiently. Advances in technology, data collection and storage software have facilitated the development of advanced asset management techniques as the logical next step in the application and use of database information. Combining mathematics, engineering, and statistical analysis techniques with hands on experience and raw data, asset management system can be an indispensable tool for managing existing resources and allocation new resources effectively.

Asset management principles have been applied by many public and private sector agencies to improve understanding in a wide variety of applications. State transportation departments have applied asset management systems to improve decision making processes in areas such as allocating funds, bridge maintenance and pavement maintenance. Often, these applications focus on managing the current assets, not for the prediction of future needs.

Another important area within transportation departments where the application of asset management techniques can provide decision support is public transportation. Capital equipment procurement and maintenance, and the prediction of future capital **expenditures** are important in today's public transportation operations. To address this need, a geographical information system (GIS) based fleet asset management system with statistically valid prediction **capabilities** was researched and developed to assist department of transportation

(DOT) personnel in determining needs, budget requirements and equitable resource allocation.

Rural public transportation in the United States is a vital service for many citizens, providing access to employment and health care as well as social and recreational activities. The United States Department of Transportation (USDOT) through the Federal Transit Administration, created grant programs to fund agencies working with public transportation in rural areas. These grant programs, identified as Section 5310 (transportation specifically designed for elderly and disabled passengers) and Section 5311 (general public transportation to rural residences), provide funds for capital purchases. The programs meet transportation needs by providing funding for vehicle purchases through an 80:20 (federal: local) purchase arrangement.

Adapted from <http://www.proprofs.com/GMAT-Reading-Comprehension>

01. What is asset management? (02 marks)

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02. Does asset management apply only to tangible assets? (02 marks)

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03. Due to what reasons has asset management become the next step in the application and data base information? (02 marks)

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04. For what do State departments of transportation use asset management? (02 marks)

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05. According to the passage, how were the principles of asset management modified to predict future transportation needs? (02 marks)

- a. A GIS-based fleet asset management system was developed.
- b. Financial growth models were developed.
- c. Grant funding was taken into consideration.
- d. Historical ridership patterns were allocated.
- e. Service-based funding models were developed.

06. What is a vital service for many citizens in the United States according to the passage? (02 marks)

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07. According to the author, why is rural public transportation necessary? (02 marks)

- a. The rural population is less likely to own private transportation.
- b. Private transportation is more expensive to own in rural communities.
- c. Providing access to employment, health care, social and recreational activities.
- d. Rural school districts cannot afford student transportation.
- e. Rural hospitals have lobbied effectively for public transportation for their surrounding areas.

08. How do the federal grant programs assist in vehicle purchases? (02 marks)

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09. Write down synonym for the following words. (04 marks)

- (i) Indispensable.....
- (ii) Expenditures.....
- (iii) Capabilities.....
- (iv) Recreational

II. Write down the questions that lead to these answers. The first one is done for you as an example. (10 marks)

1. Did you have a good flight? Yes, thanks I had a good flight.
- 2.....? I handed over the file to Cynthia, the new receptionist.
- 3.....? Yes, I often go abroad on office work
- 4.....? Mr. Lal Nanayakkara is our new CEO.
- 5.....? No, Mr. Apponso is not very good at accounts. He made a whole heap of mistakes last month.
- 6.....? My future goal is to be promoted to the post of Managing Director.
- 7.....? No, every manger is not provided an official vehicle, although their expensive taxi bills may be reimbursed.
- 8.....? Yes, we have a fax machine.
- 9.....? He is on the third floor. Please take the lift on to your right.
- 10.....? There are twenty of us on the cleaning staff.
- 11.....? My first English teacher was Ms. Yehiya.

III. Choose the correct verb form and underline the correct answer. (20 marks)

1. Most of the students in the University (is, are) from rural areas.
2. Thirty percent of the water (comes, come) from springs in the highlands.
3. Sheroli, along with her mother and sister (goes, go) to Malaysia every year.
4. Everybody (knows, know) that Jude works with Hashali in the same branch.
5. Most of the money (come, comes) from NGO working towards conflict resolution.
6. Neither Hemanthi nor her colleagues (takes, take) extra payments for overtime work.
7. Both Rajitha and Hasintha (is, are) on the welfare committee.
8. Measles (is, are) contagious.
9. (Is, are) all your payments made on time?
10. Yavin Co. (Pvt) Ltd, as well as, Swasthika (Pvt) Ltd (is, are) a blue chip company.

IV. Choose the correct preposition from the choice given below. (20 marks)

1. Top executives (of, in, on) Krrish visited Sri Lanka last week.
2. The failed project has run (on, to, into) funding issues.
3. The Business Times reported that Konal Company CEO arrived in Sri Lanka (in, on, at) 23rd of August.
4. Most of the staff of the Marketing Department have left (in, at, to) other companies.
5. We knew that it was risky when we embarked (on, in, upon) quantitative easing.
6. I have applied (to, in, at) many jobs that are advertised in the newspaper.
7. Shabriya received a phone call (at, for, after) a job interview.
8. Gunasingham and Johnpulle wanted to inform the chairman (about, for, through) the incident immediately.
9. Asian Crisis led to the overthrow (of, to, in) the powerful Suharto Regime.
10. The marketing department celebrated its 50th anniversary (in, at, on) Cinnamon Lakeside Hotel.

V. Each of these sentences has ONE mistake. Identify the mistake and underline the mistake. (10 marks)

1. The man in the red tie with blue stripes are my boss.
2. We are from the same badge in the university.
3. Please raise for the national anthem.
4. Are your friend from Nittambuwa?
5. Where are the Physics class?
6. Akain and Krisain along with Yavin is going for a swimming class.
7. University of Colombo Law student, Achala Priyadarshani, whom lost her left arm several months ago following a medical mishap, flew to Germany today to undergo medical procedures to fix an artificial arm.
8. Approximately 20 people die daily of Sri Lanka due to heart diseases.
9. None of the tourist wanted to climb the mountain.
10. I don't know nothing about this new marketing plan.

VI. Letter writing.

(20 marks)

Imagine that you are handling Public Relations at Aruna Epa book shop in Bambalapitiya. Aruna Epa is a chain bookshop store, with several branches in different parts of the country, specializing in books written in English. Your slogan is "We care for our nation's readers".

You have received a letter of complaint from Mr. Saravanamuttu, the editor of a well established Sunday newspaper, who is dissatisfied with the services provided by the staff of the Bambalapitiya branch. According to him, when Mr. Saravanamuttu arrived at the bookshop at 5:55 P.M on 28th Monday of August, the staff had not allowed Mr. Saravanamuttu to walk in, saying that they were already closed. Mr. Saravanamuttu points out that he had travelled all the way from Gampaha to buy a book that he needed urgently and it was unfair to have turned down the access to the bookshop as the bookshop closes only at 6:00 P.M. After having explained his urgency, still the bookshop staff had refused him access to the shop, while there had been plenty of foreign customers doing their shopping. Thus, he points out that although Aruna Epa carries the slogan "We care for our nation's readers", they really do not care for the local customers and do not know customer care. Also, Mr. Saravanamuttu, says that he will write to the newspaper about this incident unless an apology is made.

Task: As the Public Relations officer, write a letter of apology to Mr. Saravanamuttu explaining the situation. You can be creative in selecting a name for the newspaper in which Mr. Saravanamuttu works.