



University of Kelaniya – Sri Lanka
Centre for Distance and Continuing Education

Bachelor of Arts (General) Degree Third Examination (External) - 2010
April/ May/ June 2012

Faculty of Humanities

English - ENGL- E3025

English Skills for Employment

Answer four (04) questions

No. of questions : 06

Time : 03 Hours

1. Minutes

1. Given below is the agenda for an important meeting of a handloom company to discuss their marketing campaign to launch their new sales outlet in Colombo.

9.30 General Manager, Marketing to open meeting and outline objectives for meeting.

9.45 Presentation by company marketing team of advertising campaign for print media

10.15 Presentation by company marketing team of advertising campaign for radio.

10.45 Presentation by company marketing team of advertising campaign for television.

11.15 Discussion of plans for implementation of the campaigns.

12.30 Chairman to thank presenters and close meeting.

Assume you were present at the meeting and you need to write the minutes. In 750 words prepare the minutes for this meeting.

2. Cover Letter

Wanted Customer Support Analyst – XYZ Call Center

- Candidate must possess at least a Diploma or a Degree in Computer Science
- Required skills: Microsoft Windows OS, Basic Networking, Remote access troubleshooting.
- Possess good communication and interpersonal skills
- Write and speak English fluently.

The above advertisement appeared in the papers on the 18th of April 2012 in *The Sunday Observer* and you wish to apply for this post. Prepare the **cover letter** that you will send with your CV detailing the reasons for your interest in the position and why you are the most suitable person for this job.

3. Agenda

You have just been appointed the secretary of the alumni association of your school. Prepare an agenda for the first meeting of the committee members.

4. Memo

Your company has decided to develop a consistent memo format in order to communicate company directives. All employees have been given an opportunity to develop a format that will be suitable for the task. All suggestions will be discussed at the next meeting on the 30th April. Write a memo to your colleagues explaining the guidelines for the new memo format.

5. Official Letter

You are the secretary of the Welfare Association at your office. Your association will be organizing a basketball tournament and a trade fair to commemorate its 15th anniversary. Draft a letter to other companies in your district inviting them to participate in the tournament and to attend the trade fair.

6. Dialogue

You have been sent to meet a possible client for an event that your company is organizing. Your task is to persuade the client into making a financial commitment to sponsor your event. Write out the dialogue that you would have with the Marketing Manger of the company in no more than 50 lines.