



University of Kelaniya – Sri Lanka

Centre for Distance and Continuing Education

Bachelor of Arts (General) Degree Third Examination (External) – 2011/2012

April/ May/ June 2014

Faculty of Humanities

English - ENGL - E3025

English Skills for Employment

Answer four (04) questions only

No. of questions : 06

Time : 03 Hours

1. Minutes

Given below is an excerpt from the agenda for the committee meeting of **Colombo Youth Club**, to discuss the organizing of *Vivada 2014*, an inter club debate competition.

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|-------|--|
| 10.00 | Outlining of the objectives and the scope of the event by the Club President |
| 10.15 | Presentation of budgetary information and sponsorship details by the Treasurer |
| 10.45 | Members' suggestions for deciding on a topic for the debate |
| 11.00 | Task breakdown and the assigning of tasks to members |
| 11.15 | Discussion on the number of teams, certificates, trophies and media coverage |
| 11.30 | Discussion on logistics, refreshments, and invitations |
| 12.00 | Announcing the date and time for the next meeting by the Secretary |
| 12.10 | Adjournment of the meeting by the President |

Assume you are the secretary of the Club and write the minutes of the above meeting in **750** words.

2. Cover Letter

Wanted: Assistant Brand Manager- Skincare Products- Skincare Solutions Pvt. Ltd.

Skincare Solutions Pvt. Ltd., a leading company functioning since 1968, is looking for a dynamic individual for the above post.

Job Accountabilities: Managing assigned brands, and executing marketing plans to achieve the expected market share, profitability and other goals set by the company.

Eligibility: The candidates need to possess:

- Professional qualifications in marketing (CIM-UK) and/or a Degree from a recognized university (local or overseas)
- A minimum 4-5 years' of experience in brand management
- An excellent command in English and Sinhala/Tamil
- Good leadership and interpersonal skills

Applications must be sent to Anil Fonseka, Manager- Talent Resourcing, Skincare Solutions Pvt. Ltd., Colombo 05.

Imagine you are an eligible applicant for the above post and write a cover letter.

3. Agenda

You are the secretary of the Green Team of **ABC Company**. Prepare an agenda for a committee member meeting in order to plan Environment Day celebrations of the Company.

4. Memo

The senior management of your company has decided to implement a Company Dress Code Policy. Assume you are the Head of Human Resources, and draft a memo to all employees, informing them of the new policy which will be implemented from 01st June, 2014 onwards.

5. Official Letter

You are the Customer Relations Executive at **SportsWorld**. A customer sent a letter of complaint regarding a delay in the delivery of some sports items. Write a letter of apology, assuring the customer that action will be taken to rectify it.

6. Dialogue

Imagine that you are a marketing executive of a company that has introduced a new product or a service to the market. Introduce this product to a prospective client in a dialogue of not less than ten exchanges. You may decide on the type of product or service.

Or

Telephone Conversation

Romano-Asiana Language Learning Centre has recently advertised a **Beginners' Course in Chinese**. You are the contact person for all queries from the applicants. Write a telephone conversation of not less than ten exchanges between you and a person who calls to inquire about the course.