



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

Bachelor of Arts (General) Degree Third Examination (External) – 2016

November 2022 – January 2023

Faculty of Humanities

English (New/ Old Syllabus)

English Skills for Employment -ENGL -E 3025

Answer any four (04) questions.

No. of questions : 06

Time : 03 Hours

01. Read the following job advertisement and write a suitable **cover letter** to apply for the job.

Advertisement

Dialog Axiata PLC

Colombo

Full-time

Dialog Axiata PLC is a reputed company based in Colombo. We are looking for a talented professional from the field of IT-Hardware/ Networking to join our team as CAMPAIGN (ASSISTANT) MANAGER. All eligible candidates are invited to apply for the position of Campaign (Assistant) Manager at Dialog Axiata PLC.

The Job

- Responsible for Customer Value Management and Customer Segmentation.
- Responsible for driving Innovation and Initiatives based on Customer and Market Insights, Analysis and Data trends.
- Driving Digital Communication Strategies (APP, Social Media, emails, Online campaigns) for various products.
- Developing and deploying customer usage and retentions strategies to maximize customer value.
- Conducting post campaign analysis.

The Person

- Should possess a Degree in Management/ Marketing/ Statistics or Finance from a recognized university or institute.
- Minimum of 5+ years of work experience in a similar capacity.
- Posses excellent analytical/ problem solving/ time management and negotiation skills.
- Must have sound knowledge in advanced MS Office and good to have SQL knowledge.
- Team Management.

02. You are the head of the finance department of your company. The photocopy machine of your department has been causing problems for a long time. Write a **memo** to the Manager of the Procurement department explaining the problem and requesting the purchase of a new photocopy machine.

03. You have been invited as an honorary guest for the opening ceremony of the Sri Lankan Art Association which will be held on the 2nd July 2022 at the National Art Gallery, Colombo 07. However, you are unable to attend the ceremony. Write a **formal email** to Miss. Ruwani Perera, the event coordinator (coordinator@slaa.lk) declining the invitation.

04.

Part (A)

Read the following telephone conversation and write the **message** that you will hand over to Mr. Weerasinghe, the sales manager of the United Textiles.

Receptionist : Hello, United Textiles. This is Heshani speaking. How may I help you?

Nuwan : Hello, may I speak to Mr. Weerasinghe from the Sales Department please?

Heshani : May I know who is speaking please?

Nuwan : This is Nuwan from ABC research consultants. We are conducting a market research for his department.

Heshani : Mr. Weerasinghe is on leave in the morning. He will report to work after 1pm in the afternoon. Can I take a message for him?

Nuwan : Yes please. Please tell him that we have the results of the market research that he wanted us to carry out.

Heshani : Sure. Is there anything else that you want me to tell him?

Nuwan : Yes. Please tell him that we might have to make some critical changes to the research process, and we would appreciate an early meeting with him to discuss the next steps. Please pass this message to Mr. Weerasinghe at your earliest please.

Heshani : Sure. Will do.

Nuwan : Thank you.

Heshani : You are welcome. Have a nice day Mr. Nuwan.

Nuwan : You too.

Part (B)

Write a **short essay** explaining the importance of small talk when developing professional relationships at work.

05. Given below are the notes taken by the Secretary of Easy Networking Solutions during their monthly staff meeting which was held on the 30th June 2022 via Zoom. Staff present for this month's meeting included Head of Sales, Mr. Amila Kuruppu, Head of Procurement, Ms. Anula de Silva, Head of Finance Miss. Nuwani Senadeera and their respective teams. Mr. Asitha Wijesinghe and Miss. Neelika Weerathne from Future Tech also joined the meeting as external consultants. Write the **minutes** of the meeting in 750 to 1000 words.

Time	Item	Actions/decisions
9am to 9.10am	Call to order	
9.10am to 9.20am	Presenting the minutes of the previous meeting	
9.20am to 9.40am	Discussion on the new HP laptop brand	Mr. Jayantha Rajasinghe to check about existing customer preferences Mr. Chamara Dissanayake to check on SLCC and their requirements for new laptops
9.40am to 10.00am	Update on employer performance at the repair branch	Miss Neelika Weerathne presented the report about employer performance
10.00am to 10.20am	Discussion of the report	Appointed a team to work closely with Future Tech to implement the report recommendations
10.20am to 10.40	Discussion on printer brands to import	Identified possible dealers Discussed the potential selling prices for five printer models
10.40am to 11.00am	Concluding remarks and wrap up	

06. You are the secretary of the New Youth Club of your village. Prepare the **agenda** for the inaugural meeting of the club.
