



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

Bachelor of Arts (General) Degree Third Examination (External) – 2019
December 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 : Three Hours

1. Imagine you are the manager of a company that is switching back to 'Work from Office', after the pandemic. Write a **memo** to your staff informing them about the change, and highlight any expectations/requirements in your Return to Office policy.
2. Imagine you are an eligible applicant for the following job advertisement and write a suitable **cover letter** to apply for the job.

Programme Officer – XYZ Institute

XYZ Institute is looking for a Programme Officer who can coordinate and develop e-learning courses, webinars, and manage the e-learning system.

Job responsibilities:

- Work under the direction of the manager to develop strategies and plans to increase the reach and usage of the e-learning system.
- Coordinate with resource persons to design, develop and deliver e-courses and webinars.
- Coordinate with course instructors on the scheduling of lessons.
- Upload course material and manage the content on the e-learning system.
- Document and report on the impact of courses and the e-learning system.
- Liaise with platform developers regarding technical issues related to the e-learning system.

Qualifications and Experience:

- A Bachelor's Degree in education, social sciences or any related field
- Advanced English skills: excellent writing and verbal communication skills
- Fluency in written and spoken Sinhala or Tamil
- Proactive and highly organized, with good time management

3. Imagine you are the coordinator of a successfully completed fund-raising project at your office. You have scheduled a debriefing meeting with your team members to review the project's successes and challenges and discuss lessons/solutions that can be applied to future projects. Prepare an **agenda** for this meeting.
4. Your company has organised a musical show as a fundraiser. You are the contact person for all queries from people who are interested in reserving tickets. Write a **telephone conversation** of not more than ten exchanges between you and a person who calls to find out more details about the show, and reserve tickets.
5. Given below are the notes taken by the secretary during a social media content strategy meeting. This in-person meeting aimed to discuss and update the company's social media goals and brainstorm tactics to achieve them. Prepare the **minutes** for the meeting in 750-1000 words.

Participants – Communications Manager Mr. Avinash Perera, Assistant Manager Ms. Stephanie Weerakoon. Project Leads Ms. Ranjani Rathnayaka, Mr. Santhush Alwis and their respective teams. Communications intern Jeshani Kuruwita.

10 am to 10.10 am – Call to order

10.10 am to 10.20 am – Mr. Avinash outlined the objectives of the meeting.

10.20 am - 10.45 am– Review of the existing social media goals of the company presented by Ms Stephanie.

10.45 am to 11 am– Ms. Ranjani presented the social media content plan for her project.

11 am to 11.15 am – Mr Santhush presented the social media content plan for his project.

11.15 am to 11.40 am – Discussion and brainstorming based on the presentations by the Project Leads.

11.40 am - 11.50 am – Finalising the new goals and action plan. The project teams will realign their social media campaign strategies according to the newly outlined social media goals of the company. The new plans will be presented during the next meeting.

11.50 am to 12 noon – Concluding remarks and wrap-up.

6. Write short notes on the following topics:

- A. Importance of **small talk** in professional contexts
- B. The components of a good **Curriculum Vitae**