



University of Kelaniya - Sri Lanka
Centre of Distance and Continuing Education
Bachelor of Commerce Degree First Examination (External)
2024 – (New Syllabus)
BCOM E 18075 – English for Business Communication

No. of questions: 04

Total marks: 100

Time: 3 hours

Index No:

Answer all questions on this paper.

Question No.	Marks	
	Examiner 01	Examiner 02
01		
02		
03		
04		
Total (100%)		

1. Reading comprehension (30%)

Read the two reading passages given below and answer the questions that follow each passage.

A) An email requesting leave

To: Ms. Laura Chen

Date: 20 July

Subject: Request for leave

Dear Ms. Chen,

I hope you are doing well. I am writing to request leave for two days next week because of a family event.

My sister is getting married on Thursday, and the ceremony will take place in Kandy. I will need to travel there on Wednesday evening to help my family with the preparations.

I will complete all my tasks before I leave and will return to work on Monday.

Thank you for your understanding.

Kind regards,

Kevin Fernando

Customer Service Officer

A- 1. Underline the most suitable answer.

(1 mark × 5 = 5 marks)

1. Who is Kevin writing to?
 - a. His sister
 - b. Ms. Laura Chen
 - c. His manager in Kandy
 - d. A customer
2. Why does Kevin want leave?
 - a. To travel for work
 - b. To attend a wedding





- c. To go on holiday
- d. To attend a meeting
- 3. Where will the wedding take place?
 - a. Colombo
 - b. Galle
 - c. Kandy
 - d. Jaffna
- 4. When will Kevin travel?
 - a. Monday evening
 - b. Tuesday evening
 - c. Wednesday evening
 - d. Thursday morning
- 5. When will Kevin return to work?
 - a. Friday
 - b. Saturday
 - c. Sunday
 - d. Monday

A- 2. Write a number (1–5) to put the events in the order they are mentioned.

(1 mark × 5 = 5 marks)

- 1. Kevin explains that he will complete his work before leaving. (.....)
- 2. Kevin writes an email requesting leave. (.....)
- 3. Kevin explains that his sister is getting married. (.....)
- 4. Kevin says he will travel to Kandy. (.....)
- 5. Kevin says when he will return to work. (.....)

B) Customer Service in Business

Customer service plays an important role in the success of any business. When customers have a positive experience with a company, they are more likely to return and recommend the business to others. For this reason, many organizations invest time and money in training their employees to communicate effectively with customers.

Good customer service begins with listening carefully to customers. Employees must understand the customer's problem or request before offering a solution. Being polite and patient is also very important, especially when customers are upset or frustrated.

Technology has also changed the way businesses communicate with customers. In the past, most customer service interactions happened face-to-face or over the telephone. Today, companies often use emails, live chat systems, and social media platforms to respond quickly to customer inquiries.

However, providing good customer service can sometimes be challenging. Customers may have different expectations, and it may not always be possible to satisfy everyone. In such situations, businesses try to resolve problems fairly and maintain a professional attitude.

Companies that consistently provide excellent customer service often develop strong relationships with their customers. As a result, customer loyalty increases and the business can grow more successfully in a competitive market.

Source: <https://lingua.com/businessenglish/reading/problem-solving/>

B- 1. Underline the most suitable answer.

(2 marks × 5 = 10 marks)

1. Good customer service helps businesses
 - a. reduce employee salaries
 - b. attract and keep customers
 - c. close their offices
 - d. reduce communication

2. What should employees first do when dealing with customers?
 - a. Offer discounts
 - b. Listen carefully





- c. End the conversation
- d. Send emails
- 3. How did most customer service interactions happen in the past?
 - a. through social media
 - b. through live chat
 - c. face-to-face or by telephone
 - d. through websites
- 4. How do companies communicate with customers today?
 - a. only telephone calls
 - b. emails and social media
 - c. printed letters only
 - d. newspapers
- 5. Companies that provide excellent customer service often
 - a. lose customers
 - b. develop loyal customers
 - c. reduce their services
 - d. close their businesses

B-2. Are these statements True or False?

(2 marks × 5 = 10 marks)

- 1. Customer service has no impact on business success. (.....)
- 2. Employees should be polite when communicating with customers. (.....)
- 3. Technology has changed how businesses communicate with customers. (.....)
- 4. It is always easy to satisfy every customer. (.....)
- 5. Strong customer relationships can help businesses grow. (.....)



2. Grammar (20%)

A) Write appropriate questions for the responses given below.

(1 mark × 10 = 10 marks)

1.

Yes, the team completed the task on time.

2.

The finance department prepared the budget report.

3.

No, we did not receive the email yesterday.

4.

Yes, they are planning the new marketing campaign.

5.

The meeting will take place in the conference room.

6.

The supervisor assigned the new tasks.

7.

Yes, the system problem has been solved.

8.

He usually arrives at the office at 8 a.m.

9.

I contacted the customer about the complaint.

10.

We launched the new product last month.



B) Put the words and phrases in order to make sentences.

(2 marks × 5 = 10 marks)

1. experience / I / have / management / project / in

.....

2. involves / customers / assisting / my / role

.....

3. excellent / teamwork / have / I / skills

.....

4. marketing / specialize / digital / I / in

.....

5. meetings / organizing / responsible / for / I / am / team

.....

3. Vocabulary (30%)

A) Write the correct form of the word in brackets.

(2 marks × 10 = 20 marks)

1. The company wants to increase its in the global market.

(compete)

2. We had a very discussion about the new business strategy.

(product)

3. The marketing team is working on a new campaign.

(promote)

4. The manager made an important during the meeting.
(announce)
5. The company hopes to customer loyalty through better service.
(strong)
6. The new employee showed great during the training session.
(confident)
7. The company's has improved since the launch of the new product.
(perform)
8. They are planning to their services next year.
(diverse)
9. The company focuses on building long-term with its clients.
(partner)
10. The report provides a clear of the company's financial position.
(explain)

B) Select the most suitable word for each blank from the box and complete the email.

(1 mark × 10 = 10 marks)

inform | delay | apologize | expect | update | complete | delivery |
possible | understanding | delivered

Dear Mr. Rodrigo,

I am writing to 1..... you about a slight 2..... in the shipment of your recent order.



Unfortunately, due to an unexpected technical issue in our warehouse, the 3..... of the products has been postponed.

We sincerely 4..... for any inconvenience this may have caused. Our team is currently working to resolve the issue as quickly as 5.....

We 6..... that the order will be ready for dispatch very soon, and the shipment should be 7..... within the next two days.

We will send you another 8..... as soon as the process is 9.....

Thank you very much for your patience and 10.....

Best regards,
Amal Jayasinghe
Operations Coordinator



4. Writing (20 marks)

You are the manager of a customer service department. Write an email to your team addressing recent customer complaints and explaining the importance of improving service quality. Suggest actions the team should take to ensure better customer satisfaction.

Word limit: 150–200 words.