



University of Kelaniya - Sri Lanka
Centre for Distance and Continuing Education
Faculty of Commerce and Management Studies
Bachelor of Business Management (General) Degree Examination (External) – 2019
April 2023

BMGT E 1070/1075 - English for Business Communication

No of questions: 08

Total marks: 100%

Time : 3 hours

Index No:

Answer all questions on the paper itself.

| Question No. | Marks | |
|--------------|----------------|-----------------|
| | First Examiner | Second Examiner |
| 01 | | |
| 02 | | |
| 03 | | |
| 04 | | |
| 05 | | |
| 06 | | |
| 07 | | |
| 08 | | |
| Total (100%) | | |

Answer all questions on the paper itself.

Reading

(30 marks)

Passage 01

1. Read the following passage and answer the questions given below.

(1 mark x 5 = 5 marks)

An invitation to a job interview

To: shamalperera19@gmail.com

Subject: Invitation to job interview

Dear Shamal,

Thank you for your application for the position of sales manager at Dialog Axiata PLC. We would like to invite you for an interview at 10 a.m. on Monday 10th of March at our office at No 475, Union Place, Colombo 02. You will meet with our head of sales, Mr. Arun Wijethunga, and the interview will last for about 45 minutes. During this time, you will have the opportunity to find out more about the position and learn more about our company. Please bring your CV and references to the interview. You will also need to show a form of ID at reception to receive a visitor's pass. Please ask for me as soon as you arrive. If you have any questions or if you wish to reschedule, please email me by 11th of March. I look forward to meeting you.

Best regards,

Pasindu De Silva,

Human Resources Assistant,

Dialog Axiata PLC.

Source: <https://learnenglish.britishcouncil.org/skills/reading/a2-reading/an-invitation-to-a-job-interview>

Underline the best answer.

1. What job did Shamal apply for?
 - a. Head of sales
 - b. Sales manager
 - c. Sales assistant
 - d. Human resource assistant

2. When is the job interview?
 - a. 10 March
 - b. 12 March
 - c. 11 March
 - d. 10 February

3. How long will the interview take?
 - a. Under an hour
 - b. Just over an hour
 - c. Over two hours
 - d. A day

4. What does Shamal need to bring to the interview?
 - a. His CV
 - b. His references
 - c. His ID
 - d. All the above

5. What can Shamal do if he wants to change the interview date?
 - a. Go to the reception on 10th of March
 - b. Call Pasindu De Silva on 10th of March
 - c. Email Pasindu De Silva on 11th of March
 - d. Meet Mr. Arun Wijethunga for a coffee on 10th of March

Passage 02

2. Read the following passage and answer the questions given below

What does it mean to be innovative in business?

For a business to survive in today's world, it is important that we regularly review what we are doing and how we are doing it. By considering new ideas and new ways of doing things, and trying to innovate, we can improve on our products/services, increase sales, reduce costs, and make our processes more effective and efficient. Innovation is key to increasing profits. There are several ways a company can be innovative with their products and services.

1. Seek small innovations

Sometimes, thinking smaller is the best way to achieve innovation. Innovations do not need to be big or audacious. Setting and achieving small, proximate goals and innovations may be a better way to keep the ball rolling. Most innovations are small, incremental things that are close to the core activities of your business; be they products, services, processes, or all the above. Innovations can build on things that have already been done and they don't have to be revolutionary. The kind of ideas small businesses and startups should want to generate are all about creating new value for customers. Do not worry if it's already been tried, looks like something old in a new package, or is borrowed from another industry. What is most important is that they create value for your customers and that no one else is offering them in quite the same way. The best innovators learn how to combine existing things a little differently or transfer concepts from other industries or domains.

2. Using the latest technology to improve your product/service

When we think of innovation, we often think of new technologies. While they might be impressive, we should not use new technologies just because they are available. It is important to consider how the technology can improve our product/service and make a difference to our customer. Companies

that produce cars, toiletries, household appliances, etc. often have a large R&D department to work on making their products better.

3. Responding to customer demands by changing what is on offer

By listening to customer feedback, we can get their opinions on how we are doing and find out about what it is that they want. We also need to be aware of changes in customer demands and keep up with the times. When fast-food restaurant McDonald realized that the market wanted healthier choices, they introduced fruit and salads, while removing the 'supersize' option from their menus.

4. Offering a new product/service to reach new customers

Your business might be doing well, but there is no growth or development and there is a risk that your competitors might take away some of your customers. Innovation sometimes means developing a new product that targets a different market. Although video games were often played by boys, in 2006, video games giant Nintendo introduced the game console Nintendo Wii, successfully targeting girls and older customers with games like Cooking Mama and Brain Training.

5. Changing the way you provide a service

By looking at the changes to the customer's lifestyle and needs, we sometimes realize that there might be better ways to serve them. Customers who do not have a lot of time might prefer to have their food or their shopping delivered to their homes, or they might like to do their banking online rather than in an actual bank. Not all innovation will bring success to our businesses, but it can give us the opportunity to grow and learn more about what we do and what our customers might want.

Source: <https://learnenglish.britishcouncil.org/skills/reading/b1-reading/innovation-in-business>

I. Answer the following questions.

(1 mark x 3 = 3 marks)

1. What is the best way to achieve innovation?

(1 mark)

.....

2. What kind of ideas should be generated by small businesses and startups when developing new innovations?

(1 mark)

.....

3. Mention two advantages of customer feedback towards a business.

(1 mark)

.....

.....

II. Complete the sentences with words from the box given below (2 marks x 8 = 16 marks)

| | | | |
|------------|-------------|------------|-----------|
| aware | recent | innovative | customers |
| convenient | development | better | demand |

We need to introduce (1) ideas and ways of doing things so that we can improve and grow. One way of doing this is to look at the most (2) technologies and see how they can make our products or services (3)..... . Some companies have research and (4) department that specializes in this. Another way is to be (5)of changes in what our customers want and make sure we offer products or services that meet their (6) A third way of introducing innovation is to develop new products that can help you target new (7) You can also change the way your service is offered to make it more (8)for your customers.

III. State whether the following statements are True, False, or Not given

(1 mark x 6 – 6 marks)

1. We innovate because we want to increase the amount of businesses make. (.....)
2. Being innovative is all about using the newest technologies in your business. (.....)
3. Customers often do not know what they want. (.....)
4. McDonald's have not changed their menu since they started. (.....)
5. If you always target the same customers, you might lose them to your competitors. (.....)
6. Nintendo understood that only boys will play computer games. (.....)

Grammar and Vocabulary

(50 marks)

- 3. Write down the correct preposition from the choices given within the brackets and complete the sentences. (1 mark × 10 -10 marks)**

1. She was listening to the classical music..... (on, in, from) the radio.
2. The book I am reading is (about, with, for) a group of adventurers exploring a lost city.
3. The train will arrive..... (in, on, at) the station at 2 pm.
4. The concert will take place..... (in, at, on) the park next Saturday.
5. The teacher handed out the worksheets..... (to, at, for) the students to complete.
6. The car was parked..... (beside, behind, in front of) the building.
7. We went..... (by, through, across) the forest to get to the lake.
8. The museum exhibit showcases artifacts..... (from, of, in) ancient civilizations.
9. I am looking forward to go..... (to, at, on) the beach this summer.
10. Can you see a woman.....(on, in, at) the picture?

4. Fill in the blanks using the words given below. (1 mark x 10 – 10 marks)

(for instance, whereas, although, but, in addition, therefore, thereby, on the other hand, however, even though)

1. Modern electronic commerce typically uses the World Wide Web at least at one point in the transaction's life-cycle.....it may encompass a wider range of technologies such as e-mail, mobile devices, and telephones as well.
2. Smaller companies were merged into the parent companycreating a single organization.
3. The goal of a market positioning strategy is to create a product-price position that is attractive to target customers., a highly integrated product-price positioning strategy will also require an effective place-promotion marketing effort.
4. The primary advantage is that the consumer goods save a person's time., people frequently use a computer to buy a product from various e-commerce sites instead of spending time driving to shops.
5. The laptop segment had become the fastest growing of the PC market, Dell produced low-cost notebooks in China like other PC manufacturers.
6. According to Joseph Schumpeter (1912), innovation is different from invention.he highlights the importance of innovation for growth and economic development.
7. Under theory O, employees are requested to become involved in identifying and solving work-related problems..... managers believe that creating value is the essence of this approach.

8. Currently, e-commerce vs brick and mortar statistics state the dominance of the latter., the e-commerce industry continues to grow on an annual basis.
9. All final consumers combine to make up consumer markets., a consumer market consists of individuals who buy a definite good or service.
10.the idea of organizing came to the UK, the political ideas present within US models of organizing were different.

5. Write the appropriate WH question for the response given below.

(2 marks × 5 – 10 marks)

1.
My role model in the field of business is Otara Gunewardene.
2.
I went for a job interview last Saturday.
3.
I did not attend the meeting yesterday because I was sick.
4.
I have 50,000 rupees in my bank account.
5.
Our new product launch is on the 10th of April.

6. Fill in the blanks with the correct form of the verb given in the brackets.

(1 mark x 10-10 marks)

1. The manager..... (coordinate) the work of all the employees in the organization.
2. His business (not stop) although there was much talk in the newspapers about the closing down of all the bars and clubs.
3. Many businesses..... (collapse) because of the poor economic status in Sri Lanka.
4. The cost of food..... (increase) this year.

5. This time on Monday, he..... (attend) the interview.
6. We (discuss) about the new product launch.
7. you (complete) the report. The submission date..... (be) tomorrow.
8. I..... (forget) to(send) the emails to the short-listed interviewees yesterday.
9. The employees should..... (consider) the policies of the organization and(attend) work to sustain their job.
10. They (complete) the new project by March.

7. **Each of the sentences given below contains an error. Circle the error and rewrite the sentence, correcting the error.**

(2 marks × 5 – 10 marks)

1. The supervisor are reviewing the monthly reports of the trainee.
.....
2. They did not followed the guidelines for replacing the equipment.
.....
3. LinkedIn as a social media, offer opportunities to reach larger audience in a interactive way.
.....
4. The committee had managed all the informations, so they were able to handle this situation well and made an informed decision
.....
5. As the holiday shopping season gets started, children are started begging their parents for the latest toys.
.....

