



University of Kelaniya - Sri Lanka

Centre of Distance and Continuing Education

**Bachelor of Business Management Degree First Examination (External) –
2022**

BMGT E 1075 – Business Communication

No of questions: 04

Total marks: 100%

Time: 3 hours

Index No:

Answer all questions.

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) **Building trust**

Successful business requires collaboration and teamwork. For team relationships to work well, we need high levels of trust. But how we build trust can differ from person to person, culture to culture. Becoming aware of this can help us see how to improve trust with the people we work with.

When Valeria first met her international clients, she tried to bond with them by telling them about her family and her parenting style. She showed them photos of her children on her phone. Her clients felt that her behavior was unprofessional, and it was difficult for them to trust her.

During a team-building exercise, employees at a British firm were asked to share some personal facts. Kelly wanted to make a good impression on her new colleagues. She talked about how she was the top student of her year at high school and how she won a scholarship to university. The following day her colleagues spoke to each other about how uncomfortable they felt about her boasting.

On the first day of a course, trainer David aimed to reassure his new trainees that they were in good hands. He talked enthusiastically about the big corporations he had previously worked in and the famous clients he had trained. He mentioned the good feedback he'd received and showed the results he was able to provide for his clients. The participants on the training course found this information boring and irrelevant. They wanted him to begin the training and not waste time talking about his previous achievements.

Why did this happen?

There are many ways of building trust, and the approach we choose might depend on the relationship we are building, the culture we are used to and our personal preferences. However, if the methods we choose do not match the expectations of the people around us, it can lead to misunderstandings and negative assessments.

Let's consider different approaches to building trust. Author and speaker Richard Barrett suggests that there are two main components of trust: character and competence. One way of building trust is to show that we are caring, fair, open, and honest human beings. In other words, we can build trust by showing our character. Another way to build trust is by letting others know that we are capable, experienced and have achieved excellent results. This way of building trust emphasizes our competence.

It can be a useful exercise to analyze specific work relationships in terms of the character/competence model. You might think about the type of trust your relationship has and the type of trust your relationship lacks, in order to see how you can develop. Many of us use both approaches, depending on the context. For example, in a job interview, we might focus on establishing trust by demonstrating our competence through work experience.

When we are working within a team, we might prioritize showing our character to form close professional relationships. By becoming aware of the context and how our conversation partners are responding to our trust-building efforts, we can adapt the way we build trust to better suit them.

When working at new professional relationships, it is important to remember that there is no one correct way to build trust. Making quick judgements about the speaker, like Valeria's clients, Kelly's new colleagues and David's trainees did, could stop trust developing and damage our chances of forming

positive relationships. Instead, if we assume the best intentions behind what is being said and are generous in our judgements of other people, we create positive conditions for building trust at work.

Source: <https://learnenglish.britishcouncil.org/sites/podcasts/files/LearnEnglish-Business-magazine-Building-trust.pdf>

Are these sentences true or false? Write 'True' if the sentence is correct or 'False' if it is wrong.

(1 mark × 8 = 8 marks)

1. Cultural differences can mean that people try to build trust in different ways. (.....)
2. Valeria hoped that talking about her private life with her clients would help them get to know her better. (.....)
3. Kelly's colleagues thought that she was lying about her achievements. (.....)
4. David started talking about his previous experience in order to waste time. (.....)
5. When people are used to different ways of building trust, it can cause problems in relationships. (.....)
6. Richard Barrett argues that the only real way to build trust is to show your true character. (.....)
7. You should be confident with your trust-building style and not worry about what other people think of you. (.....)
8. We should remember that other people usually want to do good or helpful things. (.....)

B) Conflict Management

Knowing how to handle conflict is an important professional skill. Conflict at work can affect the motivation and well-being of staff and create unnecessary distractions and stress. People with conflict management skills resolve disagreements quickly and effectively, enabling effective teamwork and maximum productivity. Successful conflict management also helps to create an atmosphere in which individuals can learn from others, develop their talents, and think creatively. Conflict management can be challenging, but people who do it well are highly valued by their colleagues and companies.

Fight or flight.

When conflict arises, we can often see nature's fight-or-flight response – either attacking the enemy or running away. The 'fight' reaction is when people start to prepare themselves for an argument. But by getting aggressive, they might not only damage their relationships but also miss the chance of growing through constructive feedback.

The 'flight' response involves ignoring the issue altogether. People suppress their feelings, hide disagreements, and pretend that everything is fine when it is not. However, the conflict remains unresolved, and the problem gets worse. So how can we go beyond our immediate reactions to make conflict a source of trust-building and development? Here are eight tips to help us manage conflict successfully.

1. Consider the best time and place for the conversation.

While it is important to talk about the issue, doing it in the wrong place and in front of the wrong people can result in embarrassment and an inability to truly listen. If possible, make an appointment to sit down and talk through the issue with the people involved.

2. Assume positive intentions.

If you walk into a conversation assuming that you're not liked or that you're going to be attacked, you'll most likely spend that time defending yourself and feeling angry and hurt. Remember that you're going through this process because people want to resolve the issue and get along. So, start by assuming that their intentions are positive and that the things they are going to say are for the good of the team. This will allow for an open conversation that aims to improve the situation rather than make it worse.

3. Make sure it's a two-way conversation.

A conversation is not a monologue. It is not a chance for one party to list all the things they are angry and unhappy about without letting the other person react. A real conversation allows all parties to share their perspectives and collaborate to find a satisfactory way forward. If you find yourself in a monologue, stop and ask some questions.

4. Listen and be open to change.

Many of us think we listen but instead are simply waiting for our chance to respond. Put your thoughts aside for the moment and truly listen when the other person is speaking. Growth and development are only possible if you allow their words to change you.

5. Be specific about the issue and the impact.

It's easy to generalize and make broad accusations, for example using statements such as You always ... or You never ... However, this often results in a defensive response. Instead, be specific about what the issue is, give examples and be clear about the impact of the problem. Be as objective as you can and avoid personal attacks.

6. Don't bring up the past.

Some of us feel the need to bring up less relevant past events to gain an advantage over our conversation partner. This can make people feel defensive and distract everyone from the main point of the conversation. Try to focus on the main issue and how to make things better.

7. Take responsibility for your part in the problem.

We are not perfect, and we make mistakes. Consider how you might have contributed to the problem and take responsibility for it. This not only demonstrates your desire to work as a team but also shows that you are not just looking for an opportunity to blame the other party.

8. Focus on the future.

Conversations about conflict are often focused on what shouldn't have been and what could have been done. Instead, focus on the future. What steps can you take to resolve the problem? How can you avoid this happening again? With careful management, conflicts can help us make the most of our differences and find a way of working together successfully.

Source: <https://learnenglish.britishcouncil.org/sites/podcasts/files/LearnEnglish-Business-magazine-Conflictmanagement.pdf>

B-1) Underline the most appropriate answer.

(2 marks × 6 =12 marks)

1. Conflict at work can ...
 - a. make people feel negative and stressed.
 - b. help staff develop.
 - c. be difficult to manage.
 - d. All of the above.
2. People who choose to maintain the peace and 'fly' from conflict tend to ...
 - a. get defensive.
 - b. not resolve the conflict.
 - c. openly deny any accusations.
 - d. manage the conflict well.
3. By making an appointment to discuss the issue, we can ...
 - a. avoid involving people who do not need to be a part of it.
 - b. choose a time when all parties feel angriest with each other.
 - c. choose a place where there are soft cushions so that no one will get hurt if a fight breaks out.
 - d. prepare our attack in advance and bring all the evidence we need.
4. When managing conflict, the writer suggests that we should ...
 - a. bring up the issue whenever we start to feel angry about it.
 - b. focus on talking about and elaborating our own perspective on the problem.
 - c. believe that people have good intentions and want the best for everyone.
 - d. arm ourselves with lots of examples of things the other person has done wrong in the past.
5. According to the advice in the article, we should say things like ...
 - a. 'You never offer any help.'
 - b. 'What you did made Paul feel undervalued.'
 - c. 'I've heard you're a very negative person and now I see it's true.'
 - d. 'I don't want to hear your side of the story. I already know it.'
6. By taking responsibility for our part in the problem, we can ...
 - a. show that we are perfect.

- b. blame ourselves before they blame us.
- c. pretend to share the blame and avoid the real issue.
- d. show that we value teamwork and collaboration.

B-2) Are these sentences true or false? Write 'True' if the sentence is correct or 'False' if it is wrong.

(2 mark × 5 = 10 marks)

1. Employers don't realize that conflict management skills are useful. (.....)
2. When faced with conflict, it is natural to want to run away or to get ready for battle. (.....)
3. When we choose between 'fight' or 'flight', they can both result in a lost opportunity to make things better. (.....)
4. It is best to start dealing with conflict immediately, without worrying too much about the time and place. (.....)
5. Many people who say they are listening are in fact thinking of what they are going to say in reply. (.....)

2. Grammar and Vocabulary (30%)

A) Underline the most appropriate word for the gap.

(1 mark × 10 =10 marks)

1. Strong teamwork and effective collaboration will improve to get better results.
 - a) product
 - b) productivity
 - c) production

2. Working means that employees can use their commuting time to work.
 - a) remotely
 - b) promptly
 - c) effortlessly

3. Companies need to to the changing world we live in.
 - a) adapt

b) adopt

c) acquire

4. Remote workers are more motivated and may work past their normal working

a) ours

b) hours

c) powers

5. Many can now work from home.

a) employment

b) employees

c) employers

6. When people get to know the strengths of the people in their team, they can use their different skills and to their advantage.

a) expertise

b) expert

c) excellence

7. The most productive and innovative teams often have leaders with a flexible style.

a) leader

b) leadership

c) leading

8. If employees are happier, they are less likely to leave for another company. Flexible working can improve employee rates.

a) detention

b) potential

c) retention

9. There are many project tools that can provide a regular and open channel of communication with everyone.

a) manager

b) managing

c) management

10. Flexible working gives employees more to make their own decisions and they become more engaged with their work.

- a) familiarity
- b) forwardness
- c) freedom

B) Select the most appropriate word from the box and complete the blanks given in the letter below.

(1 mark × 10 = 10 marks)

talks attend know Dear particularly made further for attaching again
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(1)..... Rachel

Thanks (2)..... offering me the opportunity to (3)..... the marketing technology conference last week.

As you (4)..... , I was (5)..... interested in the digital marketing presentations. I saw some very useful (6)..... and I've (7)..... some new contacts that will be good for our company. I'm (8)..... information on two new digital marketing applications that I think we could use. Thanks (9)..... for this opportunity. I'm happy to discuss the applications (10)..... if you're interested.

Best Regards,

Chardine

C) Put the words and phrases in the correct order to make meaningful sentences.

(2 marks × 5 = 10 marks)

1. challenging world / is a/ coaching/ of business/ in today's/ useful tool

.....

2. set clear goals/ As a / you need to/ expectations/ team leader/ and

.....

3. clothing/ return rates/ that has/ is one/ high/ product

.....

4. the way we live/ promote and sell/ technology/ and the way we/ products/ has changed

.....

5. missed important information/ thinking about/ have you ever/ because you were/ in a meeting/ something else?

.....

3. E-mail Writing (15%)

You are the team leader of the new project handled by your department. Write an email to your team to inform them about the first meeting to discuss the project. Include the date, time, the venue, and other necessary details.

Word limit- 100-150 words

4. Writing (25%)

Select one of the topics and write an essay. (*Word limit- 200-250*)

1. Teamwork makes the dream work!
 2. The role of technology in business communication.
 3. Effective presentation skills.
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