



University of Kelaniya - Sri Lanka

Centre for Distance and Continuing Education

Faculty of Commerce & Management Studies

Bachelor of Business Management (General) Degree First Examination (External) – 2016

January/ February - 2022

BMGT E1070/1075 – English for Business Communication

No of Questions : Five (05)

Time: 03 hours

Answer all the questions on this paper.

Question No.	Marks	
	First examiner	Second examiner
1		
2		
3		
4		
5		
Total (100%)		

Question No. 01

Read the following passage and answer all the questions given below. Paragraphs are numbered.

(20 marks)

- 1) The gig economy is a rapidly growing market of laborers who provide freelance work or work through short-term contracts. Examples of gig workers include but are not limited to: Uber and Lyft drivers, pet sitters, virtual assistants, freelance writers, and copyeditors, and many more.

- 2) If you are working a traditional job, then you have likely heard your co-workers, at some point, refer to their “side hustle,” which is something that, often, involves working within the gig market. This market was rising even before the pandemic hit in 2020, with approximately 40 million Americans being reported as gig workers in 2018 and 2019. During the pandemic, and after millions lost their jobs, the gig market is now soaring. According to the same study, it has been predicted that more than half of American workers will be independent laborers by 2023.
- 3) Why do you think people who work traditional jobs still have a “side hustle?” The answer is probably obvious: they do not make enough money at their current, primary jobs. This is one of the many benefits of the gig economy. People can still maintain their primary sources of work while separately generating income elsewhere. More importantly, they can generate this extra income at their own pace. It depends on how much time and energy they have to do so, and they aren’t dependent on a rigid schedule.
- 4) Which brings us to flexibility, something that many Americans are not afforded in their traditional workplace. The pandemic certainly didn’t help; as offices and schools closed their doors or went online, many parents were obligated to become full-time employees and home schoolteachers. Additionally, a lot of parents were forced to quit their jobs to care for their children. Gig jobs allowed for flexibility in which people who found themselves in these circumstances were able to generate income, pay the bills, and still care for their families.

Adapted from: <https://www.forbes.com/sites/karadennison/2021/09/27/how-leaders-can-prepare-for-the-further-rise-of-the-gig-economy/?sh=29eaa4ea2091>

i. What is gig economy? (02 marks)

.....

.....

.....

ii. Provide two examples of gig workers. (02 marks)

.....

.....

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iii. Identify the term used by gig workers to mention their engagement in the gig market. (02 marks)

.....

iv. How many Americans will be working in the gig economy by the year 2023? (02 marks)

.....
.....

v. Write two reasons as to why permanent job holders still work in the gig economy. (04 marks)

.....
.....
.....

vi. Write two benefits of gig economy. (04 marks)

.....
.....
.....
.....

vii. Match the synonyms in the two columns. (04 marks)

Column A
Pandemic
Soaring
Generate
Rigid

Column B
Create
Strict
Plague
Rising

Question No. 02

a) Fill in the blanks with the suitable preposition given in the brackets. (10 marks)

- i. Business communication is (on/for/of) greater importance to excel in your career.
- ii. Students will learn(to/for/about) key concepts such as the grievances handling.
- iii. Are you still in the early years (within/of/for) your career?
- iv. Management graduates are well equipped (to/for/about) careers in the business community.
- v. Students take part (in/at/on) group projects.
- vi. All the students will work (in/of/on) a collaborative environment
- vii. They need (for/to/about) concentrate (in/of/on) their studies.
- viii. This course provides the opportunity (for/to/about) focus (in/of/on) your major area of interest.

b) Choose the correct form of the verb and underline the correct answer.

(10 marks)

- i. My grandfather, who died last year, was an author. He many books.
 1. was writing
 2. writes
 3. has written
 4. wrote

- ii. Nuwan and I cricket after classes today. Do you want to play too?
 1. play
 2. is playing
 3. are playing
 4. played

- iii. Iyou how much I spent on my new computer. You would be surprised!
1. am not going to tell
 2. won't tell
 3. am not telling
 4. don't tell
- iv. My father at his office for 10 years. He really likes his job.
1. was working
 2. worked
 3. is working
 4. has worked
- v. me in the garden tomorrow?
1. Are you helping
 2. Are you going to help
 3. Do you help
 4. Will you help

Question No. 03

Each of these sentences has ONE mistake. Identify and underline the mistake, then rewrite the correct sentence. (20 marks)

- i. On Sunday, I always go to the church.
.....
- ii. Are you agree with me?
.....
- iii. Always, I study before I go to bed.
.....
- iv. I can't eating when it's late at night because I get sick.
.....
- v. After class, I always go to home.
.....

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- vi. These stationaries are more cheaper than in the other shop.
.....
- vii. You are Praveena's sister?
.....
- viii. I'm a manager. So do I.
.....
- ix. Do you have the management study text? Yes, I have.
.....
- x. Before make a presentation, you should practice a lot.
.....

Question No. 04

a) Assume that you are an intern in the HR division of ABC Pvt. Ltd. Your HR manager, Mr. Pathirana instructed you to email the monthly attendance report of all divisions to Ms. Prasangika, senior executive of the salaries division. Write an email for this purpose using the usual email writing format. Sign the email as Achini. Please limit the word count between 70 and 100. Use only the space provided below.

(10 Marks)

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- b) **Fill in the missing words in the instructions given to write a letter of application. Use the words given in the box below. (10 marks)**

information, referee, interview, employer, newspaper, phone, job, early years, designation, time

Name the you are applying for and where you found out about it. For example, name the where the advertisement appeared and the date when it was printed. Include someabout yourself. This is not always necessary if you are including a CV. Mention the name, , address, and number of two people who will recommend you to the potential It is best if one of these is a personaland one is a work referee. State thewhen you will be available for anHowever, if you are in of your career, better to be flexible about the availability for interviews.

Question No. 05

Assume that you are the sales manager of XY company. Sales have decreased for two consecutive quarters at your business. You have been instructed to inform your sales team that their hours, and base pay, will be reduced by 20 percent due to the pandemic situation. While you may have a few members of your sales team that are underperforming, you want to retain the entire team. Write a memo in a direct or indirect approach informing your sales team of the news.

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Use only the box provided to write the answer.

(20 marks)

