



University of Kelaniya - Sri Lanka

Centre of Distance and Continuing Education

**Bachelor of Business Management Degree First Examination (External) –
2023**

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) 'The Importance of Active Listening in the Workplace'

Good communication is essential for any successful business, and one of the most important parts of communication is active listening. Active listening involves not only hearing what someone is saying but also understanding the message and showing genuine interest in the conversation. Many workplace problems happen because people do not listen carefully to each other.

For example, when Ahmed started working at a new advertising company, he was eager to impress his manager. During meetings, he often interrupted others to share his ideas, believing this showed confidence and enthusiasm. However, his colleagues felt that he was not giving them the chance to express their thoughts, and some began to avoid working with him.

In another situation, Mariko, a project leader, made a habit of summarizing what her team members said after every meeting. She would confirm she understood their concerns and ask follow-up questions. This made her team feel respected and valued. As a result, they trusted her leadership and openly shared their opinions.

Active listening is especially important when dealing with customers. If a customer feels ignored, they are less likely to stay loyal to a company. On the other hand, if a business takes time to listen carefully to customers' feedback and concerns, it can improve its services and strengthen customer relationships.

Experts suggest several ways to become a better active listener: avoid interrupting, maintain eye contact, use positive body language, and ask questions to clarify points. Active listening not only improves professional relationships but also helps avoid misunderstandings and makes meetings more productive.

In today's global business environment, where people from different cultures and backgrounds work together, active listening is a key skill that everyone should develop.

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. Active listening means hearing what someone says and giving advice immediately.
(.....)
2. Ahmed believed that interrupting in meetings would make him look confident.
(.....)
3. Mariko's team felt ignored and unimportant because she often interrupted them.
(.....)

4. Customers are likely to stay loyal to a business if they feel listened to.
(.....)
5. One suggested method for active listening is to avoid making eye contact.
(.....)
6. Active listening helps to reduce misunderstandings in the workplace.
(.....)
7. In a multicultural working environment, active listening is less important.
(.....)
8. Asking questions to clarify points is one way to practice active listening.
(.....)

B) The Value of Professional Networking

In today's competitive business world, professional networking is an essential skill for career growth and success. Networking is about creating and maintaining relationships with people who can provide advice, information, and opportunities. It can happen in both formal settings, like conferences and workshops, and informal situations, such as social events or online platforms.

Successful networking is not just about meeting as many people as possible. It's about making meaningful connections with individuals who share common professional interests and values. This can lead to job offers, collaborations, and even friendships. People are more likely to recommend or support someone they know and trust.

Priya, a marketing executive, improved her career prospects through networking. At a conference, she made a great impression on a speaker by asking thoughtful questions and showing genuine interest in his work. A few months later, when a position opened at his company, he personally recommended Priya for the job.

It's important to approach networking with a positive attitude. Some people dislike networking because they feel it's insincere or self-serving. However, when done with honesty and a genuine desire to learn from others, networking can be rewarding for everyone involved.

Experts suggest a few simple networking tips: always be polite and professional, follow up with new contacts, and focus on what you can offer as well as what you can gain. Building a network takes time, but its long-term benefits are valuable for personal and professional growth.

B-1) Underline the most appropriate answer.

(2 marks × 6 = 12 marks)

1. Professional networking is important because it can...
 - a. improve relationships at home.
 - b. help people grow in their careers.
 - c. reduce work stress completely.
 - d. replace formal education.

2. Networking is successful when you...
 - a. meet as many people as you can without worrying about the quality of those relationships.
 - b. collect business cards but don't follow up.
 - c. focus on building meaningful and valuable connections.
 - d. only speak to people who can offer you a job immediately.
3. Priya impressed a speaker by...
 - a. praising herself during the conference.
 - b. asking interesting and relevant questions.
 - c. offering him a job.
 - d. ignoring his presentation.
4. Some people dislike networking because they believe it is...
 - a. an honest way to meet new people.
 - b. the best way to find friends.
 - c. selfish or not genuine.
 - d. the easiest part of business.
5. A good networking tip mentioned in the passage is to...
 - a. be impolite and direct.
 - b. never contact people after meeting them.
 - c. focus only on what you can gain from others.
 - d. offer help and stay professional.
6. Building a professional network...
 - a. happens overnight.
 - b. takes effort and time but offers lasting benefits.
 - c. is unnecessary for career development.
 - d. always leads to immediate job offers.

B-2) Are these sentences true or false? Write 'True' if the sentence is correct or 'False' if it is wrong. (2 marks × 5 = 10 marks)

1. Networking can happen only in formal situations like business meetings. (.....)
2. People are more likely to support someone they trust and have a connection with. (.....)
3. Networking is mostly about asking people for favors. (.....)
4. A good networker is polite, follows up, and looks for mutual benefits. (.....)
5. The benefits of networking usually appear immediately after you meet someone. (.....)

2. Grammar and Vocabulary (30%)

A) Underline the most appropriate word for the gap.

(1 mark × 10 = 10 marks)

1. Employees need to improve their skills to perform better in teams.
a) communicative
b) communication
c) communicate
2. Successful companies often encourage ideas from their staff.
a) innovative
b) innovate
c) innovation
3. The new manager asked everyone to their suggestions by email.
a) submit
b) emit
c) transmit
4. Good customer service is essential for business
a) successful
b) succeed
c) success
5. The company organized a training session to enhance staff
a) confident
b) confidence
c) confidential
6. Flexible working hours can have a positive on productivity.
a) effect
b) affect
c) efficient
7. All employees are expected to by the company's code of conduct.
a) abide
b) avoid
c) apply
8. It is important to give employees feedback about their performance.
a) constructive

- b) destructive
- c) obstructive

9. The marketing department designed a new for the product launch.
- a) strategy
 - b) strategic
 - c) strategically
10. The company has decided to a new CRM software system.
- a) imply
 - b) implement
 - c) improve

B) Select the most appropriate word from the box and complete the blanks given in the letter below. **(1 mark × 10 = 10 marks)**

suggestions / attending / interested / found / as / mentioned / contacts / looking into /
opportunity / presentations

Dear James,

I wanted to say thank you for (1) the sales conference last week.
 (2) you (3), I was particularly (4)
 in the customer engagement (5) I (6)
 some valuable ideas and made useful (7)
 I'm currently (8) some of the (9) we
 discussed. Thanks again for the (10)

Kind regards,
 Melanie

C) Put the words and phrases in the correct order to make meaningful sentences. **(2 marks × 5 = 10 marks)**

1. effective communication / for building / is essential / strong business / relationships
-
2. you need to / when leading a team / responsibilities / assign / clearly
-

3. meetings / good time management / helps to / in / stay focused

.....

4. more productive / studies show / flexible working hours / employees / make

.....

5. before signing / carefully / always read / any contract / the terms and conditions

.....

3. E-mail Writing (15%)

You are the manager of the training department at your company. Write an email to your team to inform them about an upcoming training session on workplace safety. Include the date, time, venue, and other necessary details.

Word limit: 100–150 words

4. Essay Writing (25%)

Select one of the topics below and write an essay.

Word limit: 200–250 words

1. The importance of good customer service in business.
2. How flexible working benefits both employees and employers.
3. The qualities of an effective leader in the workplace.

