

University of Kelaniya - Sri Lanka

Centre of Distance and Continuing Education

Bachelor of Business Management Degree First Examination (External)

2024- (Old Syllabus)

BMGT E 1070 / BMGT E 1075 - English for Business Communication

No. of questions: 04

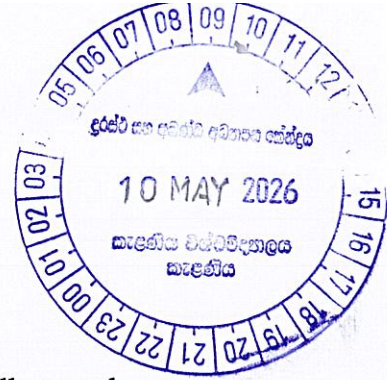
Total marks: 100

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) **Workplace Communication Styles**

Effective communication is at the heart of every successful business. However, communication styles vary widely across individuals and cultures. What seems clear and efficient to one person may appear rude or vague to another.

When Hiroshi, a manager from Japan, joined an international team, he preferred to communicate indirectly. In meetings, he often suggested ideas subtly rather than stating them directly. His colleagues from more direct communication cultures sometimes misunderstood his silence as a lack of ideas or confidence.

In contrast, Maria, a project leader from Spain, believed in being open and expressive. She frequently interrupted others during discussions—not out of disrespect, but to show enthusiasm and engagement. However, some of her colleagues felt that she was being impolite and not allowing others to finish speaking.

During a virtual meeting, Thomas, a German consultant, provided detailed feedback on a proposal. He focused on pointing out all the weaknesses and areas for improvement. While he intended to improve the quality of the work, some team members perceived his comments as overly critical.

Why do such misunderstandings occur?

Communication is shaped by cultural expectations, personal habits, and professional environments. Some cultures value directness and clarity, while others prioritize politeness and harmony. Similarly, some professionals believe that efficiency comes from being straightforward, whereas others think that relationships should come first.

To communicate effectively in a diverse workplace, it is important to develop awareness of these differences. Active listening, observing reactions, and asking for clarification can help avoid misinterpretation. Instead of assuming negative intentions, team members should try to understand the communication style of others.

Ultimately, successful communication requires flexibility. By adapting our approach and being open to different styles, we can build stronger professional relationships and improve collaboration.

Source: <https://learnenglish.britishcouncil.org/free-resources/reading/c1/cultural-behaviour-business>



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. All cultures prefer direct communication in business settings. (.....)
2. Hiroshi's colleagues thought he lacked ideas because of his indirect style. (.....)
3. Maria interrupted others because she wanted to dominate the conversation. (.....)
4. Thomas gave detailed feedback to improve the proposal. (.....)
5. Misunderstandings can arise from differences in communication styles. (.....)
6. Active listening can help reduce communication problems. (.....)
7. It is best to use only one communication style in all situations. (.....)
8. Being flexible in communication can improve teamwork. (.....)

B) Time Management at Work

Managing time effectively is an essential skill in today's fast-paced business environment. Poor time management can lead to missed deadlines, increased stress, and reduced productivity. On the other hand, those who manage their time well are often more efficient, reliable, and successful in their roles.

Many professionals struggle with prioritizing tasks. For example, Anita, a marketing executive, often began her day by answering emails. Although this made her feel productive, she later realized that she was spending too much time on low-priority tasks while important projects were delayed.

Similarly, James, a software developer, frequently multitasked. He believed that working on several tasks at once would help him finish faster. However, he often made mistakes and had to redo his work, which wasted more time in the long run.

So how can we improve our time management?

One useful strategy is to prioritize tasks based on urgency and importance. High-priority tasks should be completed first, while less important activities can be scheduled for later. Another helpful technique is setting clear deadlines and breaking large tasks into smaller, manageable steps.

It is also important to minimize distractions. Constant notifications, social media, and unnecessary meetings can interrupt workflow and reduce efficiency. By creating a focused work environment, professionals can complete tasks more effectively.

Finally, taking regular breaks can improve productivity. Working continuously without rest can lead to burnout and decreased concentration. Short breaks help refresh the mind and maintain performance throughout the day.

Effective time management is not about working harder, but about working smarter. By adopting better habits and strategies, individuals can achieve more in less time while maintaining a healthy work-life balance.

Source: <https://learnenglish.britishcouncil.org/free-resources/reading/c1/managing-problem>

B-1) Underline the most appropriate answer.

(2 marks × 6 = 12 marks)

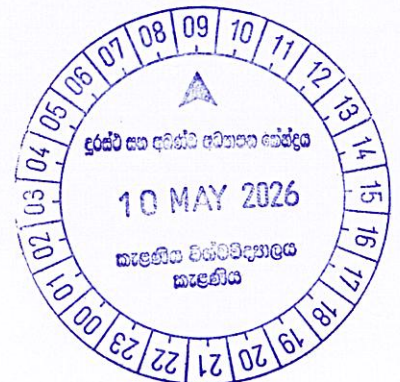
1. Poor time management can ...
 - a. improve productivity.
 - b. cause stress and missed deadlines.
 - c. make work easier.
 - d. eliminate distractions.

2. Anita realized that she was ...
 - a. focusing on important tasks first.
 - b. wasting time on low-priority activities.
 - c. completing all her work early.
 - d. avoiding emails completely.

3. James believed multitasking would ...
 - a. reduce his workload.
 - b. help him work faster.
 - c. eliminate mistakes.
 - d. improve his concentration.

4. Prioritizing tasks helps people ...
 - a. ignore deadlines.
 - b. focus on less important work.
 - c. complete important tasks first.
 - d. avoid planning.

5. Minimizing distractions can ...
 - a. increase interruptions.
 - b. reduce efficiency.
 - c. improve focus and productivity.
 - d. create more work.





6. Taking breaks helps to ...
 - a. reduce productivity.
 - b. avoid work completely.
 - c. maintain concentration and energy.
 - d. delay tasks unnecessarily.

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. Good time management can reduce stress. (.....)
2. Anita used her time effectively by focusing on important tasks first. (.....)
3. Multitasking always improves efficiency. (.....)
4. Distractions can negatively affect productivity. (.....)
5. Working without breaks is the best way to stay productive. (.....)

2. Grammar and Vocabulary (30%)

A) Underline the most appropriate word for the gap.

(1 mark × 10 = 10 marks)

1. Good leadership can increase employee
 - a) motivate
 - b) motivation
 - c) motivating
2. The company plans to a new product next month.
 - a) launch
 - b) launching
 - c) launched
3. Clear goals help employees stay
 - a) focus
 - b) focused
 - c) focusing



4. Regular meetings ensure better team
 - a) coordinate
 - b) coordination
 - c) coordinating

5. Employees should take for their work.
 - a) responsible
 - b) responsibility
 - c) responsibly

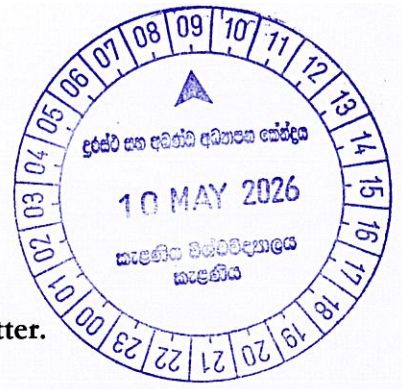
6. The manager gave feedback on the project.
 - a) construct
 - b) constructive
 - c) construction

7. Companies need to remain in a competitive market.
 - a) compete
 - b) competitive
 - c) competition

8. The training session was very and helpful.
 - a) inform
 - b) informative
 - c) information

9. Good planning helps avoid project
 - a) delay
 - b) delays
 - c) delaying

10. Strong relationships are built on trust and
 - a) respect
 - b) respectful
 - c) respecting



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

further | especially | dear | improve | aware | ideas | once again | developed | currently
| for

(1)..... Ms. Perera,

Thank you (2)..... inviting me to the conference and the workshop sessions.

As you are (3)....., I was (4)..... interested in the innovation workshop. I gained several useful (5)..... and have (6)..... new strategies for our team.

I am(7)..... exploring options that could (8)..... our workflow.

Thanks (9)..... for this opportunity. I look forward to discussing this (10).....

Best regards,
Kamal

C) Put the words in the correct order. **(2 marks × 5 = 10 marks)**

1. business / in / communication / plays / role / a key
.....
2. must / employees / deadlines / meet / their
.....
3. innovation / success / drives / business
.....
4. work-life balance / improves / flexible working / employees'
.....
5. decisions / better / lead to / teamwork / effective
.....

3. E-mail Writing (15%)

You are the HR coordinator of your company. Write an email to all employees announcing a team-building workshop that will take place next week. Include the purpose of the workshop, date, time, venue, and any instructions participants should follow.

Word limit: 100–150 words

4. Essay Writing (25%)

Select one of the topics and write an essay.

1. The importance of good leadership qualities.
2. The impact of teamwork on workplace productivity.
3. Effective presentation skills.

Word limit: 200–250 words

