



**University of Kelaniya - Sri Lanka**  
Centre for Open and Distance Learning



**Bachelor of Business Management ( General ) Degree**  
**First Examination ( External ) - 2007**

**First Examination in Business Management**  
**(External) – 2007**

**BMGT E1070/ BMG 104 (Old Syllabus)**

**No. of questions: 08**

**Time: Three Hours**

Index Number: .....
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**Answer all the questions on this paper.**

**1. Grammar: Prepositions (10 marks)**

**Read the following passage and fill in the blanks with prepositions.**

Everyone in business has been told that success is all about attracting and retaining customers. It sounds reassuringly simple and achievable. But (1) ..... reality, words of wisdom are soon forgotten. Once companies have attracted customers they often overlook the second half of the equation. In the excitement of beating off the competition, negotiating prices, securing orders, and delivering the product, managers tend (2)..... become carried away. They forget what they regard (3) .....the humdrum side of business- ensuring that the customer remains a customer.

Failing (4) ..... concentrate on retaining as well as attracting customers costs businesses huge amounts of money annually. It has been estimated that the average company loses between 10 and 30 per cent of its customers every year. (5) ..... constantly changing markets this is not surprising. What is surprising is the fact that few companies have any idea how many customers they have lost.

Only now are organizations beginning to wake up (6) ..... these lost opportunities and calculate the financial implications. Cutting down the number (7) ..... customers a company loses can make a radical difference in its performance. Research has found that a five per cent decrease (8)..... the number of defecting customers led to profit increases of between 25 and 85 per cent.

A customer who receives a poor quality product or service (9)..... their first visit and as a result never returns, is losing the company thousands (10)..... dollars in potential revenue (more if you consider how many people they are liable to tell about their bad experience.)

**II. Write the most appropriate verb form from the verb given in brackets to complete the following letter. (5 marks)**

*Worldwide Educational Institute*  
256, Janatha Mawatha, Mount Lavinia, Colombo 4

November 10, 2007

Mr. Norman Kolonne  
General Manager  
Hotel Galadari  
T.B. Jayah Mawatha  
Colombo 1

Dear Mr. Kolonne,  
I am writing to find out information about accommodation and meeting rooms at your hotel. I..... (make) arrangements for a conference that would involve about 200 people, so I.....(appreciate) information about group rates, meeting rooms, and catering. Also, please let me know about availability during the month of December. The conference ..... (start) on a Tuesday and end on Friday morning. We would like ..... (offer) our conference attendees some option for afternoon and day trips in the area. .... (do) your hotel make these arrangements or is there another company I should contact?

I would appreciate any information you could give me.  
Sincerely,

Gayathri Veereswaran  
Director (Administration)

**III. Complete these requests. Write the letter of the correct ending in the blank.**

**(5 marks)**

1. I would appreciate it if you \_\_\_\_\_. A) if it would be possible to arrive a day late for the programme.
2. Would it be possible \_\_\_\_\_? B) sending it by express delivery
3. Would you mind \_\_\_\_\_? C) your help.
4. I would appreciate \_\_\_\_\_. D) to have someone meet me
5. I was wondering \_\_\_\_\_. E) could help me with this

**IV. Write a letter to the Head of English Language Teaching Unit, University of Kelaniya, asking for information on the week end Diploma in Business English. Request for information and an application. (10 marks)**

- V. **Imagine that you are the President of the Sports club in your company. Your company is hosting a series of cricket matches among several companies. You are asked to deliver a welcome address on the first day of tournament. Your audience will be your bosses, the organizing committee of the event, the teams from other participating companies and sports fans.**

**(20 marks)**

**VI. You are the Managing Director of a small company. You are worried that you are losing customers because of the way your receptionists answer the phone. Write a memo of 75- 100 words to the receptionists.**

**(15 marks)**

Your memo should cover the following points:

- You have had a number of complaints from customers about how they have been dealt with on the phone.
- All receptionists should pick up the phone within three rings.
- They should answer with the company name and an appropriate greeting.
- The importance of courtesy and a pleasant tone of voice and the need for a suitable ending.

**VII. Which of these statements do you agree with? Explain your reasons using one or two sentences.** **(15 marks)**

A manager should:

- (i) know where you are and what you are doing at all times during working hours.

.....  
.....

(ii) not criticize or praise

.....  
.....

(iii) not interfere in disagreements between members of staff.

.....  
.....

(iv) use polite language at all times.

.....  
.....

(v) be available at all times to give staff advice and support.

.....  
.....

**VIII Read the following passage and answer questions.**

**(20 marks)**

Simon Woodroffe is no ordinary businessman, even if he is a very rich one. The son of an army officer, he says he and his brother were from an 'upper middle-class family but with no money.' He worked as record producer with rock bands, in theatre stage design and in TV programme distribution before setting up Yo! Sushi, the business that made his name and fortune. A Japanese friend suggested the idea of selling sushi on conveyor belts like in restaurants in Japan and told him to staff the café with girls in short PVC skirts. He dropped the uniform but kept the conveyor belts and the result was queues along Poland Street in London's Soho. Woodroffe opened his first Yo! Sushi in 1997. The chain grew to 13 restaurants and three bars in Britain and a branch in Dubai before Woodroffe sold his majority stake in 2004. He made £10 million.

He reinvested the proceeds in a number of new projects, for example Yotel, another Japanese-style concept-tiny but beautifully designed luxury hotel rooms that will utilize 'space that nobody else wants'-basements underneath central London car parks, for example. Woodroffe had the idea for Yotel when he was flying first class on British Airways-he saw the way comfort can be created in a very small space. At Yotel the bed is also a sofa, the bathrooms take up a quarter of the 10 square metre units, and the mood lighting and wi-fi facilities are aimed at professionals who want to work, play and then sleep in luxury that is affordable.

Woodroffe's creed, and he makes a living preaching it to more mainstream businessmen, is decentralization, not anarchy. He makes a prediction: "Entrepreneurs will replace celebrity pop stars and footballers as idols for young people. They will look at how you can make money if you have a passion for an idea and you make it work and they will want some of this themselves."

1. What did Simon Woodroffe do before he became an entrepreneur?  
.....
2. When did he set up Yo! Sushi?  
.....
3. What two innovations did he consider introducing? What did he finally introduce?  
.....  
.....
4. How many restaurants and bars were there in the chain when he sold it?  
.....
5. How much did he sell his stake for?  
.....
6. What does "concept" mean?  
.....
7. Where did Simon Woodroffe get his idea for Yotel?  
.....
8. What are the rooms like?  
.....
9. Who are Yotel's potential customers?  
.....
10. What is your opinion of Simon Woodroffe's prediction that entrepreneurs will replace pop stars and footballers as idols for young people?  
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