



University of Kelaniya – Sri Lanka

*External Examinations Branch*

Faculty of Commerce & Management Studies

Bachelor of Business Management (General) Degree First Examination  
(External) – 2010  
January 2012

BMGT E 1070 – English for Business Communication

No of questions – 06

Time: 03 Hours

Answer all the questions on the paper.

Index No.:

1. Read the following passage and answer the questions in complete sentences.

(20 marks)

1. The number of women business owners is expected to increase rapidly in the next decade and they are expected to make a great impact on the workplace (The State of Small Business, 1990). For researchers, it is time to use a new lens to guide our research on the activities of women business owners and recognize a view that considers the integrated nature of relationships important to women business owners.
2. The increase in women business owners is apparent in the U.S. economy. Since 1970, the percentage of businesses owned by women has increased from 5% to 30%, (New Economic Realities, 1988), representing nearly three million of the nation's 12 million small businesses (Report to the President, 1985).
3. According to the Internal Revenue Service, from 1977-1985, the number of women-owned sole proprietorships nearly doubled from 1.9 million to 3.3 million, an increase of about 9.4% per year versus 4.3% for men during the same period. Estimates are that women are starting businesses at a rate more than twice that of men.
4. Despite the tremendous growth in the number of women-owned enterprises and their increasing aggregate impact on society and the economy, there are few studies researching women business owners in general, comparing them to other groups of employed or non-working women, or comparing them to men. Most of the research to date on business ownership has focused on males. This is not surprising since a higher percentage of men have started and operated their own businesses. Even though women have owned their own enterprises throughout history, public policy and popular press interest in the phenomenon of women as business owners is relatively recent.
5. Investigation of women business owners as academic research subjects developed during the past decade. The earliest studies emerged in the late 1970s, and sought to distinguish the psychological and sociological characteristics of women business owners

from male business owners, assuming there were a few differences between males and females. Other studies focused on women in male-dominated industries.

(Adapted from: <http://www.questia.com/googleScholar.qst?docId=5002183556>)

1. What is predicted about women business owners for the next decade?

.....  
.....

2. Since when has the percentage of women business owners grown in the U.S?

.....  
.....

3. According which source has the number of women owning businesses doubled from 1.9 million to 3.3 million?

.....  
.....

4. What is estimated about the rate of men and women starting businesses?

.....  
.....

5. Which paragraph connotes that women business owners have been marginalized by the academic community?

.....  
.....

6. What are the aspects that drew less attention on women business owners?

.....  
.....

7. When did the studies on women business owners begin?

.....  
.....

8. Name two studies conducted on women business owners.

.....  
.....

9. Give a suitable title to this passage.

.....  
.....

10. Explain the meaning of the following words using your own words.

i. Aggregate-

ii. Male dominated-







10. Never maintain an argument with heat and cold \_\_\_\_\_ you are certain that you are in the right.

- a. unless
- b. if
- c. when
- d. even

04. Fill in the blanks with the most appropriate preposition given within the box below. The same preposition may be used twice. (10 marks)

on	up	between	in	out	via
of	for	with	to	about	down

Meetings come 1) \_\_\_\_\_ all shapes and sizes. There are the everyday office meetings, board meetings, seminars -- all the way 2) \_\_\_\_\_ to major conferences. And meetings can now be face-to-face, teleconference, video conference, or online 3) \_\_\_\_\_ the Internet. And when is the last time you heard someone say, "Gee, we need to have more meetings." There are more than enough meetings 4) \_\_\_\_\_ go around these days, and for a good reason. Meetings are more important than ever. Modern workplaces are built 5) \_\_\_\_\_ teams, sharing 6) \_\_\_\_\_ ideas and effective project coordination.

If communication is the lifeblood of any organization, then meetings are the heart and mind. The place where we communicate our ideas, hash them 7) \_\_\_\_\_, share our passion 8) \_\_\_\_\_ better or worse, develop new understandings and new directions. It's where deals can happen or fall apart, where strategies are articulated and debated- in short- where we engage 9) \_\_\_\_\_ others. That's what it's all 10) \_\_\_\_\_, people meeting with people.

05. The following sentences contain errors: one error per sentence. Correct the errors and rewrite the sentences. (20 marks)

1. Every one is my family seem a bit different.

.....

2. I like the furnitues at Damro, they look so hardy.

.....  
3. There is a one boy, who doesn't allow anyone else to study.

.....  
4. The Mrs. Perera you know is very fond of jewelries.

.....  
5. The both students need extra help to pass the exam.

.....  
6. We have already completed the first module?

.....  
7. Can someone tell me who is his best friend?

.....  
8. I have been waiting here for 3: 00 p.m.

.....  
9. There are so many who don't know it's value.

.....  
10. All my friends likes to ask questions from the lecturer.

.....  
**06. Write a formal letter according to the details given below. Please use the space provided for you. (20 marks)**

Imagine that you are handling Public Relations at **MacGiver Burger Resturent** and **MacGiver Burger Resturent** has just opened a new branch opposite Kiribathgoda **International English School**. The name of the shop and your slogan "A burger a day makes you rest and play" are posted right in front of the school.

You have received a letter from the principal, Mr. Ian Knowall, of the international school stating that the word "restaurant" is spelled wrong on the sign board and it can have a negative impact on students' spelling. Also, he has pointed out that the slogan encourages school children to eat a burger every day, which is not healthy and emphasizes the importance of rest and play instead of education.

*Either*

a) As the Public Relations officer, write a letter to the principal inviting him for a discussion regarding this issue.

*Or*

b) As the Public Relations officer, write a letter of apology for the spelling error, stating that you are willing to change it, but you are unable to change the slogan (please give your reasons).

