



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) – 2012/ 13

January/ February - 2016

BMGT E 1070/1075

BMGT 13070/ 13075

English for Business Communication

Index No.:.....

No. of questions : 06

Time : 02 hours

Answer all the questions on this paper.

Question No.	MARKS	
	First Examiner	Second Examiner
I		
II		
III		
IV		
V		
VI		
TOTAL (100%)		

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BMGT E 1070/1075 BMGT 13070/13075 - English for Business Communication

No. of questions : 06
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Answer all the questions on this paper.

(20 marks)

I. Read the following passage and answer the questions based on it.

Learners of business English can be grouped into three categories based on their relationship to the business world: professional, pre-professional, and pre-MBA. The professionals, the largest group, include those who are currently working in business. The pre-professionals, the next largest group, consist mostly of undergraduates who are preparing to enter the business world. Finally, the pre-MBA learners are those on temporary leave from the workplace to pursue graduate studies in business. The learners in each group share certain characteristics and needs, and several kinds of language programmes attempt to meet these needs.

Professional business English learners have business experience and some proficiency in English. These insiders in the profession view language training as part of career development. They are well aware that the purpose of studying a language is either to meet the demands of their current job or improve their qualifications for future assignments, perhaps overseas. As they already identify themselves as professionals, they are eager to be able to perform, in English, at their accustomed professional level. The literature reveals little about gender; however, a trainer at one large corporation reports that 20-30% of the employees studying English are women.

In terms of content and approach, these learners need language and cross cultural communicational skills. Moreover, they need and want activities that cast them in professional roles and draw on their expertise. Also, those doing or planning to do business cross-culturally may need and want exposure to the unfamiliar, whether Western business culture or the cultures of new and developing market economies. In terms of format, the professional business English learners generally require intensive programmes to accommodate the demands of their jobs. They often prefer short, results-oriented learning modules with highly specific learning objectives.

Three kinds of organizations- propriety, academic, and corporate- offer programmes designed to meet the needs of professional business English learners. The largest providers of English language instruction to professionals are the proprietary programmes, followed by the academic programmes and then by the company-based training programmes.

1. Who are considered professionals?

2. Write one characteristic of professional business English learners.

3. How do professional business English learners view language training?

4. What is the purpose of studying language for professional business English learners?

5. In which language do professional prefer to perform?

6. Statistically, in terms of gender, is there a difference in studying English?

7. In terms of content and approach what do these learners need?

8. What kind of activities do the professionals want in their English class?

9. What kind of English programmes accommodate the demands of professionals' jobs?

10. Which kind of organization is the largest provider of English language instruction to professionals?

II. Use suitable prepositions to fill the gaps. Underline the correct preposition. (10 marks)

1. Participants in the business English intensive programme vary (**in, by, at**) purpose, national origin and business background.
2. A German bank may employ a Chinese economist who was educated (**on, of, in**) the US.
3. The business-writing skill strand is a three-part series of lessons woven into the three week course (**in, on, at**) intervals.
4. This HRM module offers a wealth (**in, of, through**) resources for students.
5. Critical thinking is essential (**to, for, in**) both language learning and professional development.
6. The Manager was looking (**in, of, for**) you in the morning.
7. Students participate (**in, at, on**) group projects.
8. The talk is about executive functioning (**in, from, above**) the business world.
9. I am happy (**at, for, in**) you.
10. Are you in the middle years (**of, within, for**) your career?

III. Complete these requests. Write the letter of the correct ending in the blank. (10 marks)

1. I would appreciate it if you _____. A) if it would be alright to do this now.
2. Would it be possible _____? B) moving your chair please?
3. Would you mind _____? C) your assistance.
4. I would appreciate _____. D) could re do this letter.
5. I was wondering _____. E) for you to call him now?

IV. Choose the correct verb form and underline the correct answer. (20 marks)

1. Gihan and Marissa (is, are) studying at the University of Kelaniya.
2. Every man (has, have) a right to life.
3. Neither of us (has, have) a ticket to the concert organized by the student council.

4. The series of lectures (consist, consists) of theoretical and practical knowledge.
5. The well-known CEO and public speaker, Mr. Nimal Mendis (has, have) passed away.
6. Bread and butter (was, were) the staple diet of many people in the US during the Great Depression.
7. Trousers (is, are) expensive these days.
8. Either Thakshila or Thilina (is, are) going to attend the function.
9. Some of the information (is, are) inaccurate.
10. Nilushi, along with Johann, (is, are) competing at the talent show.

V. Each of these sentences has ONE mistake. Identify the mistake and underline the mistake.
(20 marks)

1. Irushi is from our badge.
2. Sonnali and Melathi doesn't know the accusations that are directed at them.
3. I travel to university by foot.
4. He loves to his motherland.
5. Every students is required to carry an identity card when sitting an exam.
6. You are Navodya's friend?
7. We furnished the house with furnitures from Damro.
8. Antony has been waiting for you for 10:00 a.m.
9. Who are there advisors?
10. My mentor gives me free advices.

VI. Letter writing.

(20 marks)

Mr. Eshan Peiris, who works at MITRE Pvt Ltd. as a clerk, is always late to work and early to leave. Already a warning letter has been issued several months ago, which he seems to disregard. As the number of hours dedicated to work is less, his performance is very poor. His inefficiency slows down the performance level of the whole department. He also falls asleep at his desk after lunch and is rude to his colleagues when they point out his short comings.

Your task is to write a letter to Mr. Eshan Peiris asking him to attend a meeting with the Human Resource Manager to discuss these problems. Make sure that you refer to the previous warning letter that you have sent with regard to his short comings. You are writing as the Assistant Manager, Human Resource Management, MITRE, Pvt. Ltd. Use your imagination in creating an address for the company.

