

**SE 1 – Communication & People skills at Executive Level**  
**Suggested Answers and Marking Grid**

## SECTION I- LISTENING

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### Question 1 (1 x 1 mark = 5 marks)

i b                  ii a                  iii a                  iv c                  v. b

### Question 2 (10 marks)

- |       |                             |           |
|-------|-----------------------------|-----------|
| i.    | I. Faculty Member           | (1 mark)  |
| ii.   | II. Finance                 | (1 mark)  |
| iii.  | III. discusses the value    | (1 mark)  |
| iv.   | IV. raise and spend         | (1 mark)  |
| v.    | V. maximize /highest values | (2 marks) |
| vi.   | VI. Corporate Finance       | (1 mark)  |
| vii.  | VI. trends / predictable    | (2 marks) |
| viii. | VII. abstract               | (1 mark)  |

## SECTION II - READING

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### Question 3 ( ½ X 10 = 5 marks)

- (i) arrivals
- (ii) percent
- (iii) lower
- (iv) released
- (v) tourists
- (vi) total
- (vii) fell
- (viii) accounted
- (ix) Maldives
- (x) single

**Question 4 (1 x 10 marks)**

- |                   |               |                           |           |
|-------------------|---------------|---------------------------|-----------|
| i. start          | ii. education | iii. Challenge/challenges |           |
| iv. feel          | v. varying    | vi. late                  | vii Enjoy |
| viii accumulating | ix Become     | x Personal                |           |

**Question 5 (6 marks)**

- i. Sustainable business management is a process of holistic risk management (2 marks)
- ii. That it is about green initiatives or philanthropic project (1 mark)
- iii. The Management (1 mark)
- iv. To foresee problems ahead of time and take actions before it's too late (1 mark)
- v. a) Volatility – likely to change quickly (1 mark- ½ mark each)  
b) vulnerability - expose to danger or criticism

**Question 6 (12 marks)**

- i. From a resource-based perspective (1 mark)
- ii. human, financial, physical and information (2 marks)
- iii. Human resources include managerial talent and labour. (2 marks)
- iv. Combining and coordinating these various resources to achieve the organization's goals. (1 mark)
- v. A manager at Royal Dutch/Shell Group, for example, uses the talents of executives and drilling platform workers, profits earmarked for reinvestment, existing refineries and office facilities, and sales forecasts to make decisions regarding the amount of petroleum to be refined and distributed during the next quarter.

OR

Similarly the mayor (manager) of New York City might use police officers, a government grant, existing police stations, and detailed crime statistics to launch a major crime prevention programme in the city.

- vi. planning and decision making, organizing, leading and controlling. (2 marks)
- vii. using resources wisely and in a cost-effective way (2 mark)
- viii. b (1 mark)

## SECTION III – WRITING

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### Question 7 (8 marks)

Following are the suggested answers.

#### *Company Y*

- Demonstrates a steady income in the initial years.
- Remained stable (maintained the same level/did not change/stayed constant) between .....
- There was a sharp decline ( fell/ decreased to/ dropped to/ reduced to) from .....
- The company retains a (steady/constant/ stable) income with minor fluctuations between

#### *Company X*

- Maintained (the same level/ remained stable) in .....
- (Climbed to / rose to/ went up to/ increased to) in .....
- (Remained stable/ maintained the same level/ did not change).....
- (Sharp decline/ drop/ fell to ) in.....
- Maintained( a steady remained stable/ did not change/ stayed constant) in .....
- Sudden increase in .....

#### Distribution of marks

Description	Allocation of marks
Includes all the points	8
Includes 6 to 8 points	7 - 5
Includes 4 to 5 points	4 - 3
Includes less than 3 points	2 - 0

### Question 8 (7 marks)

Topic sentence	1 mark
Supporting ideas	3 marks
Concluding line	1 mark
Language	2 marks

### Question 9 (10 marks)

The following key points should be included:

- Corruption has a negative influence on development
- The significance of ethical practices in business over generating profit
- The need to extend invitations to Sri Lankan investors living abroad.
- The need of professional support in the field of investment and logistics to develop the country
- Sri Lanka should offer attractive business and investment opportunities
- The importance of maintaining links with countries like Japan and China.

Description	Allocation of marks
Includes all the points and contains no grammatical or linguistic errors	10
Includes 4 points, contains very few grammatical or linguistic errors	8 - 6
Includes 3 points, contains a number of grammatical or linguistic errors	5 - 3
Includes less than 2 points, contains extensive grammatical or linguistic errors	Less than 2

### Question 10 (12 marks)

Introduction: 2

Content: 3

Conclusion & recommendation: 2

Language: (spellings/grammar/style/tone/clarity) 3

Overall structure/cohesion/conciseness: 2