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SCHOOL OF ACCOUNTING AND BUSINESS
BSc. (APPLIED ACCOUNTING) GENERAL / SPECIAL DEGREE
PROGRAMME 2013/14

YEAR I SEMESTER I (Group B)
END SEMESTER EXAMINATION – AUGUST 2014

BCM 10125 Business Communication I

Date : 03rd August 2014
Time : 5.30 p.m. – 8.00 p.m.
Duration : Two and Half Hours (02 ½) hours

Instructions to Candidates:

- Write the Index Number in the space provided at the top of this sheet. Do not write your name anywhere in this question paper.
- Answer ALL questions in this paper itself.
- This paper consists of three parts (A,B, and C)
- The total marks for the paper is 120.
- The marks for each question are shown in brackets.

Question No. 01

Listen to this poem by Rabindranath Tagore, the famous Nobel Prize winning Bengali poet. It was translated into Sinhala by Mahagama Sekera and sung by Amaradeva. You will hear the poem read out twice for you. Fill in the blanks in the poem given below.

Where the mind is without _____ and the head is held high
Where _____ is free
Where the world has not been broken up into _____
By narrow _____ walls
Where words come out from the depth of _____
Where tireless striving stretches its arms towards _____
Where the clear stream of _____ has not lost its way
Into the _____ desert sand of dead habit
Where the _____ is led forward by thee
Into ever-widening _____ and action
Into that _____ of freedom, my Father, let my country awake.

(11 marks)

Question No. 02

Correct these misspelt words:

a. continuouse: _____

b. tertiary: _____

b. memerandum: _____

d. separate: _____

e. accomodation: _____

f. comittee: _____

g. chartered: _____

h. embarrassment: _____

i. consciousness: _____

j. carrier: _____

(10 marks)

Question No. 03

What do these abbreviations stand for, section A in English, section B in Latin.

Section A

Section B

i.e. 01. _____

07. _____

e.g. 02. _____

08. _____

etc. 03. _____

09. _____

CV 04. _____

10. _____

viz. 05. _____

11. _____

N.B. 06. _____

12. _____

(12 marks)

Question No. 04

In the space provided, write the correct form of the verbs in brackets.

In order (**accomplish**) _____ great things, we believe, there (**be**)

_____ no need for feasibility studies and expensive surveys by paper-qualified

experts. The root of all development failures (**can trace**) _____

to the top-down business model, where poor communities (**never consult**)

_____, taken into confidence or (**treat**)

_____ as equals. Ours is a bottom-up approach: we believe strongly

that communities should **(take)** _____ ownership of the whole process. We mobilize and apply traditional, practical skills, knowledge and wisdom. We call it the “barefoot model” because the decentralized process started with the rural poor telling us how **(start)** _____ the only college in the world built and **managed** by them.

[By Bunker Roy, Founder and Director, Barefoot College]

(8 marks)

Write two questions, the first about the root of all development failures beginning with “What” and the second about the “barefoot model” beginning with “Why”.

a. What: _____

b. Why: _____

(10 marks)

Write short answers to your two questions.

a. _____

b. _____

(10 marks)

Question No. 05

Answer the questions that follow this (edited) extract from a Company Chairman's Annual Report.

Despite having to face tough challenges, the industry sector demonstrated **its** resilience and continued to be the largest contributor to the Sri Lankan economy, with a contribution of 9.9%. However, after a phenomenal growth rate of 21.6% in 2012 in the construction sub sector in 2013 it dropped to 14.4%.

This decline has naturally impacted negatively on the tile and ceramics industries combined with growth losses in the mining sector from 18.9% in 2012 to just 11.5% in 2013. This detrimental domino effect is primarily a result of the threat posed by the import of tiles from countries such as China, Italy and East Asia.

Following the company's acquisition of a controlling stake in Lanka Ceramics PLC in May 2013, Royal Ceramics is now the primary player in the local floor and wall tile market. However, imports still pose a major threat, with much of the benefits of any improvements in the construction sector going to importers, and not, as **they** should, back into the local businesses which form the mainstay of the economy. Without Government intervention to impose controls on the import of tiles and ceramic ware, the industry will continue to suffer, unable to enjoy the benefits of what should be an extremely favourable external environment.

Apart from the obvious threat from imports, the ceramics industry is also dogged by the rising costs of fuel and energy. High energy costs in the manufacture of tiles coupled with high transport costs have long tested the industry. In 2014 **both these areas** were affected adversely by hikes in electricity tariffs and a rise in fuel and gas prices. The electricity tariff hike imposed in mid 2013 has resulted in an 18% increase in costs. While the company has made every effort to absorb this increased expenditure without passing **it** on to the end consumer, the prevailing situation will inevitably lead to an increase in the price of finished products. It will create a twofold negative

impact. It will reduce the competitiveness of Sri Lankan tiles and ceramics in the export market and increase the demand for low-cost imported tiles in the domestic market.

Give the contextual reference of the words in bold font:

- a. its: _____
- b. it: _____
- c. they: _____
- d. both these areas: _____
- e. it: _____

(6 marks)

Quote the single word that means:

- a. extraordinary: _____
- b. ability to recover: _____
- c. causing harm: _____
- d. present: _____
- e. support: _____
- f. troubled: _____

(6 marks)

Summarise (in not more than 100 words) the threats the industry faces. N.B. Give the word count of your summary within brackets.

(10 marks)

What measure is suggested to alleviate the threats?

(5 marks)

Combine the last two sentences into one by using a colon.

(8 marks)

(Total 39 Marks)

In full block style write a letter in response to a customer who has made a complaint either about a consumer item or a service delivered by your company. You are required to imagine what the complaint is about and write a courteous and considerate letter reassuring your customer.

[illegible]

[illegible]

(20 marks)