



No. of Pages - 16

No of Questions - 07

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

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

BCM 10125 Business Communication I

Date : 14th December 2014
Time : 01.00 p.m. – 3.30 p.m.
Duration : Two and half (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 seven sections (A,B,C,D,E,F and G)
- *Some questions includes tips and examples, refer to them before answering.*
- The total marks for the paper is 100.
- The marks for each question are shown in brackets.
- Answers should be written neatly and legibly.

Section A

Business Communication- simple paragraphs

Read the article below about team building. Choose the correct word to fill each gap, from A, B or C.

Team Building

These days, company bosses are increasingly trying to find unusual team-building events as part of their training programmes. An activity park (1)..... Team -park has just opened to offer (2)..... events. It specializes (3)events to attract the corporate entertainment market, (4)..... is growing all the time.

The park is situated just a few kilometers outside the city center (5)..... it provides events that (6)..... entertain as well as train.

Clients can try outdoor attractions such as sailing or climbing, (7).....availability clearly depends entirely (8).....the weather. Activities of (9).....kind are perfect team-building exercises.

“I’d (10).....been to an activity park before” explained Frank Conrad, a company manager. “Before we came, I didn’t think we (11).....enjoy ourselves so much and I didn’t expect the huge difference that Team- Park’s programme has (12).....to my team. Now we work better together than we did before.”

- | | | |
|---------------|-------------|-----------|
| 1. A. calling | B. calls | C. called |
| 2. A. such | B. like | C. so |
| 3. A. at | B. for | C. in |
| 4. A. who | B. which | C. what |
| 5. A. and | B. but | C. or |
| 6. A. ought | B. will | C. shall |
| 7. A. because | B. although | C. since |
| 8. A. on | B. of | C. with |
| 9. A. a | B. these | C. they |
| 10. A. still | B. ever | C. never |
| 11. A. must | B. would | C. might |
| 12. A. made | B. had | C. done |

(Total 12 Marks)

Section B

Grammar - Question Forms

Arrange the jumbled words to form grammatically correct questions. Rewrite the whole question in the space given.

Example: *apply/you/did/why /for/ job/ this?*

Answer: Why did you apply for this job?

1. systems/ learnt/ have/ how/ you/ many ?

.....

2. accounts/ what/maintain/you/do ?

.....

3. demonstration/ can/ you/ do/a ?

.....

4. important/job/ is/ for/ this/ how/you ?

.....

5. you/begin/can/work/when ?

.....

6. previous/ your/ what/ the/ of/ work/were/duties ?

.....

7. late/ arriving/ would/ your/ frequently/if/staff/ are/do/ you/what ?

.....

8. you/ company/ willing/ go/to/where/ the /sends/you/ are ?

.....

(Total 08 Marks)

Section C

Professions and Company structures

Find the suitable position or duty for these people.

Example: I am in charge of the department that hires and trains staff.

Answer: *I am the Human Resource Manager.*

1. I am the overall head of a multi-national company. I am responsible for policy formation and decision-making.

I am the

2. Responsibility of all our customers' rests upon me.

I am the Finance Manager.

3. I check if the accounts and balances are correct in our company.

I am the

4. All related matters are under my control.

I am the Sales Director.

5. I am the one who is responsible for keeping books and records.

I am the

(05 Marks)

Here are some basic details of a person who works in a company. Using them describe his profession as if you had interviewed him, using less than 50 words.

Chamara Kothalawala loves his job Part Time 6 hours every day- 4 days a week
Assisting the Auditor, audit trainee routine calculations
checking accuracy, verifying accounts Gary Roads and Merrick Associates, Colombo 4

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.....

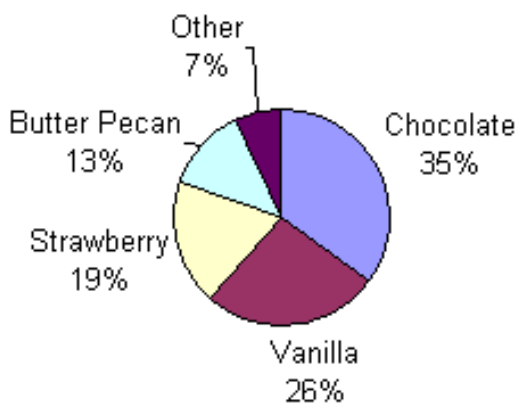
(10 Marks)

Section D

Presenting and describing Statistical data

Refer to the graph below and answer the questions.

Shrub Oak Ice Cream Survey



1. How many sectors are in this circle graph?

.....

.....

2. If a total of 150 people were surveyed, then how many people preferred vanilla ice cream?

.....

.....

3. What percentage of people in Shrub Oak preferred Strawberry ice cream?

.....

.....

4. Which is the most popular ice cream in this area..?

.....

.....

5. If the survey was done on a total of 500 people, what is the number of people who liked other favours which are not mentioned individually..?

.....

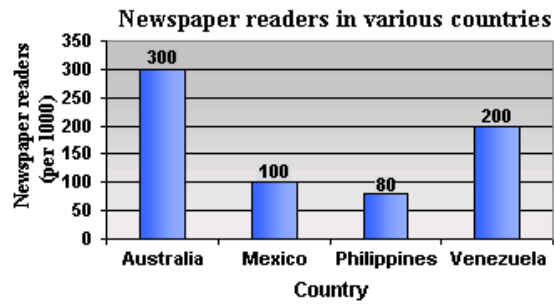
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6. If that was the case, then 175 people preferred which flavour?

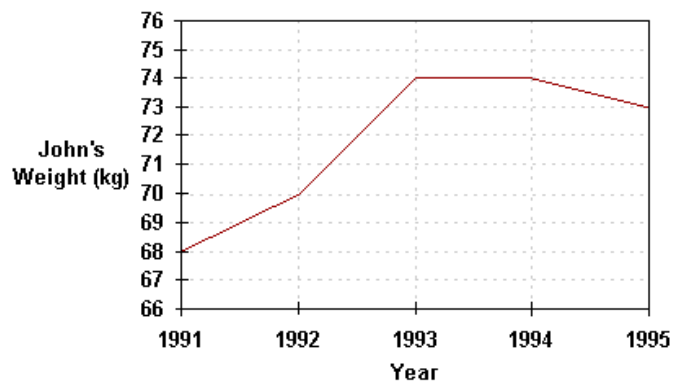
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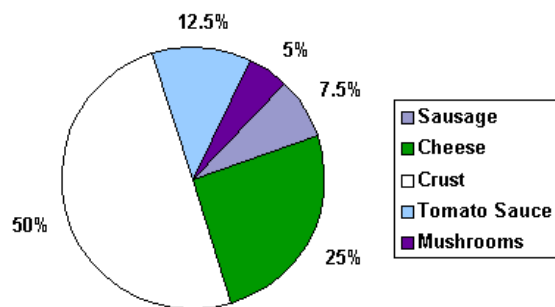
Give the names of the graphs 7, 8, 9 & 10



7.



8.



9.

Time spent by adults (over 16) on daily activities

	Men (total interviewed = 100)	Women (total interviewed = 100)	All
Activity	Average minutes per day (Number of people participating in activity)		
Sleep	503 100	513 100	508
Personal care i.e. wash/dress	41 97	52 98	47
Housework	126 85	215 96	173
Entertainment and culture	6 5	6 6	6
Hobbies and games	26 26	16 22	21
Watching TV	161 88	137 87	148
Childcare	11 14	28 24	20

(adapted from National Statistics information (see <http://www.statistics.gov.uk/copyright.asp> for copyright details)

10.

(Total 10 Marks)

Section E

Seeking Employment

Here is a segment of a short interview that happened in a company. Put the questions and answers into the correct order.

Example: 1. Q: Could you state your full name please?

A: My name is Malik Asela Dissanayake.

I mostly helped customers with their inquiries and also did some clerical work.

When can you begin work?

Yes, I can do typing, filing, handling inquiries and any other office work.

I am a writer, so, I would like to work part-time for the next few years and this job gives me that opportunity to earn a good salary and have four days per week for myself.

What were your main duties in your previous job?

Can you handle any office related work?

I have to give my current employer one- week notice, so, that means in a week.

What are your strengths and weaknesses?

Could you tell me at least one reason why you like this job?

I don't like to work alone, I think I perform better in a team environment.

2. Q.....

A.....

3. Q.....

A.....

4. Q.....

A.....

5. Q.....

A.....

6. Q.....

A.....

(Total 10 Marks)

Section F

Analysing texts

Daily News

Sri Lanka's National Newspaper Since 1918

Saturday, 17 October 2009

Colombo Dockyard: Pride of our nation *Text and pictures by Chamari Senanayake*

Not many people know what exactly 'Colombo Dockyard' does, and some haven't even heard of such a place. But, with a profit over thirteen million American dollars per year, anyone would guess that it must be one of the largest establishments in the country and a major contributor to Sri Lanka's economy.



Two beauties waiting to be pampered

To explain in the simplest terms; Colombo Dockyard is the only place in Sri Lanka that build ships and repair ships, not forgetting the Sri Lanka Navy Naval shipyard that does a certain amount of ship repairs for the Navy itself. On the other hand, Colombo dockyard also builds and repairs ships for the Sri Lanka Navy while being the only place that international ships and vessels comes to

get repaired. So, if Titanic existed and came this way down the Indian Ocean, this would be the only place in Sri Lanka that has the technologies and knowledge to fix it. Colombo Dockyard carries out ship building, ship repairs, heavy engineering and offshore engineering, with ship building and ship repair bringing in the biggest revenue of up to 90%. Located inside the port of Colombo, the hub of all major shipping lanes connecting the East and West, it enjoys the convenience of conducting both dry-dock and afloat operations within the port of Colombo.

At the moment, Colombo Dockyard is repairing two Korean, one Dutch and four Indian ships while on the other side, eight vessels are being built. India being a larger and a more technologically advanced country than ours I was surprised to hear about the number of ships that was repaired and built by Colombo dockyard in the past for India, and when asked, Dharshana Chandrasekara, head of the Marketing department said that due to benefits of our seaport's deep water harbour, skilled workforce and faster turnaround delivery times, Colombo Dockyard has become one of South Asia's leading ship repairers and shipbuilders.

Added to this are the international safety and quality standard they follow, accreditation from Lloyd's register Quality Assurance, UK for quality management systems under terms set out by the United Kingdom accreditation Service. In the year 1993, they have merged with the globally renowned *Onomichi* Dockyard Company Limited of Japan, which has enabled Colombo Dockyard to be influenced by their expertise, and grow into a



Some of our 'Sri Lankans' that build international ships

much more professional and advanced business. This has made Colombo Dockyard a successful Sri Lankan yard that competes in the international market over the years and successful in securing ship- building and engineering contracts from other countries at a time other commercial ship yards are going out of business. Dharshana also added that just a few weeks ago they have secured contracts to build two anchor handling vessels for a Singaporean client and these would be the largest ever made by Colombo Dockyard-vessels with 130 tonne bollard power.

They also had a recent order for four aluminum crew boats, three tug boats and two fish protection vessels for the Republic of Maldives. In the past, Colombo Dockyard has built four series of a number of attack crafts that are the fastest in use today for Sri Lanka Navy. The Colombo Dockyard is a state-of the art engineering entity that operates four graving, dry-docks with the maximum capacity up to 125,000 DWT (Dead Weight Tonnes) and over 1,000 metres of fully serviced along side extensive repair birth facilities. Their largest dry-dock caters to Tankers, Bulk Carriers and offshore Drill rigs.



On an average, Colombo Dockyard repairs 200 vessels each year. Some of their most recent advanced offshore engineering and maintenance work were refitting of the floating dock Navy-1 for the Indian Navy and the Ocean Research vessel 'Sagar Kanya', and building four 'Shell LPG domes' in Muthurajawela.

An Indian floating Dock being repaired inside the Dock (..contd..)

Read the article 'Colombo Dockyard- Pride of our Nation' and answer these questions.

Are these statements True or False? Mark T or F.

1. Colombo Dockyard earns most of its income by offshore engineering. ()
2. Within the port of Colombo, the dockyard can only conduct operations on ships that are docked there. ()
3. Colombo Dockyard is currently partly owned by Japanese *Onomichi* Dockyard Company. ()
4. They have taken contracts to make Anchor handling vessels for Maldives. ()
5. The maximum number of ships they have repaired is 200 per year. ()

Answer the following questions

6. What are the four main things Colombo Dockyard does?

.....

.....

.....

7. Which countries have had sent ships to be repaired at the time this article was written?

.....

.....

.....

8. What are the three factors that made Colombo Dockyard South Asia's leading ship repairer and ship builder?

.....

.....

.....

9. What is the major management change that happened in 1993?

.....

.....

.....

10. What can be parked at their largest dry dock?

.....

.....

.....

(Total 20 Marks)

Section G

Business related documents

You have prepared your CV for the post of customer service officer. (See the advertisement below from *Sunday Observer* 02/11/2014). Write a suitable cover letter to be included with your CV.

Customer Service Officer

A vacancy exists in Sri Lanka's leading Telecommunications Company for its main office in Colombo. Those who fulfill the following requirements are encouraged to apply.

- * Have passed the G.C.E (O/L) exam all subjects in one sitting with Credits or above for Mathematics and English.
- * Two or more years of experience in customer service.
- * Fluent in English, computer literate with sound knowledge in MS Word, Excel, etc.
- * Able to work weekends.

Please send your resume within 7 days of this advertisement to;

Human Resource Manager
Sri Lanka Telecom
Head Office
Lotus Road
Colombo 01

(Total 25 Marks)

