



No. of Pages - 10
No of Questions - 12

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

YEAR I SEMESTER I (Group B)
END SEMESTER EXAMINATION – JUNE 2015

BCM 10125 Business Communication I

Date : 14th June 2015
Time : 9.30 a.m. – 11.30 a.m.
Duration : Two and Half (2 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 five parts (A,B, C, D and E)
- 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

Finding the Right Career

A. Match the below phrases to their correct meaning.

- | | |
|-------------------------|--|
| 1. career move | a. chances to start/improve your career |
| 2. career break | b. ideas you have for your future career |
| 3. career plan | c. something to do in order to progress your job |
| 4. career opportunities | d. period of time away from your job |
| 5. career | e. something that pays you wages for your work |

(5 Marks)

B. Complete these sentences with the verbs from the box.

make	take	have	decide	offer
------	------	------	--------	-------

1. Employees in large multinationalsexcellent career opportunities if they are willing to travel.
2. Some people..... a career break to do something adventurous like sailing around the world or going trekking in Nepal.
3. One way toa career move is to join a small but rapidly growing company.
4. Certain companies..... career opportunities to the long term unemployed.
5. Ambitious people often.....on a career plan while they are still at university.

(5 Marks)

Section B

Communication and Job interviews

A. Rearrange the words given below in questions 1-9 to make questions from a sample job interview.

1. get/ you /can/ I /anything?

.....

2. details/ contact/ your/ confirm/ I /could?

.....

3. can/ you/ software/ package/ use/ this?

.....

4. speak/ languages/ any /other/ you/ can?

.....

5. about/ tell/ you /job/ us/ your/ present/ more /could?

.....

6. tell/ your /current /salary/ me/ you /could?

.....

7. would /you/ as/ soon/ as/ possible/ your/ decision/ let/ us/ know?

.....

8. start/ you/ when/ can?

.....

9. like/ coffee/ some/ more/ you/ would?

.....

B. Match the questions (numbers 1-9) in previous exercise with the interviewee's answers below.

- a. It is forty thousand rupees
- b. Yes, I use it often in my current job.
- c. I can let you know within two days.
- d. Thank you, a coffee please.
- e. Yes, the address is the same, but my email has changed.
- f. I would like some, thank you.
- g. Well, I am currently responsible for Asian sales market.
- h. Yes, I can speak French and Chinese.
- i. Usual notice period is two weeks.

(9 Marks)

Section C

Grammar and Vocabulary

A. Fill in the blanks with the most suitable word to make the statements grammatically accurate.

Padma has lost (1) pencil. (2)..... (3) dropped it on (4)..... way to school.

Can you lend (5)..... yours? I haven't brought (6) to school today. She will return (7)..... back to you when (8)..... class is over.

(8 Marks)

B. Read the Text below and choose the correct word for each space.

For each question, mark the correct letter A, B, C or D.

Example:

Question 0: A recognising B recommending C regarding D reviewing

Studying abroad

More and more young people are (0).....the advantages of living in (1)..... country and are deciding to study abroad. They realise it's the best way to learn (2)..... the customs and the way of life of other people. Student exchanges give teenagers the (3).....to live somewhere(4).....for a school year. (5)they are living abroad, they will eat new food, experience new traditions and learn the way people of (6)..... own age live from day to day.

Students stay with carefully chosen host families and attend a (7).....school. (8).....student on the exchange programme has (9).....who directly supports them the whole time they are abroad. To qualify as an exchange student, you (10)..... be aged between 15 and 18 years and be good at a foreign language.

- | | | | |
|------------------|------------|-------------|------------|
| 1. A separate | B another | C different | D new |
| 2. A for | B about | C of | D by |
| 3. A opportunity | B occasion | C reason | D cause |
| 4. A else | B well | C too | D also |
| 5. A Whether | B Although | C However | D While |
| 6. A its | B her | C their | D our |
| 7. A home | B local | C near | D close |
| 8. A Many | B Every | C All | D Both |
| 9. A anybody | B everyone | C anyone | D somebody |
| 10. A must | B ought | C have | D need |

(10 Marks)

C. Select the similar words

1. Occasionally (never/often/ sometimes)
2. Accompanied (went before/ went with/ went after)
3. Remote (underdeveloped/ distant/ crowded)
4. Colossal (little/ very great/ very little)
5. Dispatched (opened/ weighed/ sent)

(5 Marks)

D. Spelling

1. Pre (cious/sious/shious)
2. Impurit (ees/ies/eis)
3. Lei (zure/suer/sure)
4. Benefi(tted/ted/tod)
5. Exer(sise/cise/size)

(5 Marks)

Section D

Communicating in a Business Environment

- A. A Put this telephone conversation in the correct order by marking them from 1-9. Write the correct number beside each utterance.

I am afraid her line is busy.

This is Emmanuel Smith from KMV.

Could you ask her to call me back?

I am calling about the annual audit.

Could I speak to Emma Thompson please?

Could you tell me what it is about?

Who's calling please?

I certainly will Mr Smith.

Thanks, goodbye.

(9 Marks)

B. Reading

Scan the article below and complete the exercise below.

Ten ways to improve your career

Ajilon Finance, a leading staffing and recruiting service firm, offers the following tips for getting ahead in your career.

1. Make a list of your priorities and outline your tasks for the day. Write down your short and long term goals, evaluate your progress frequently and stay focused.
2. Are you really present? You may physically be at work, but are you there mentally?
3. Learn how to work through others. Delegating tasks is an important skill to master at any level.
4. Always look for opportunities to broaden your skills. For example, you can attend professional development seminars.
5. Socialise with colleagues. This will help you to learn about what's happening in other departments.
6. Create your own goals. Determine where you want to be professionally and what skills you need to reach that goal.
7. Be comfortable with being uncomfortable. Accept challenges that force you to try something new.
8. Be clear about what you want. If you believe you deserve a promotion, ask for one.
9. Take time off and relax. Attending to your personal life and doing things that make you happy will help your performance at work.
10. Seek satisfaction. If you are disappointed by your current career, look for ways to transform your job into more of what you want. If this does not solve the problem, may be its time to look for a new position.

“If you follow this advice, you will significantly increase your opportunities to earn more salary, get promoted sooner and move ahead faster.” says Mr Lebovits, President and Chief Operating officer of Ajilon Finance.

Decide which tip each of the following sentences could be added to.

- | | | | |
|--|---|---|----|
| a. These are also great ways to network with influential people | 2 | 3 | 4 |
| b. Each day, take a small step that brings you closer to that target | 5 | 6 | 7 |
| c. If your boss refuses, ask him or her what you need to achieve
in order to qualify for one. | 6 | 7 | 8 |
| d. This will also establish you as a team player within the company. | 3 | 9 | 10 |
| e. Pay attention to every single task that you do. | 1 | 2 | 3 |

(5 Marks)

C. Match the verbs (1-5) with the noun phrases (a-e) to form expressions from the article.

- | | |
|----------------|-------------------|
| 1 to reach | a. a promotion |
| 2 to get ahead | b. a skill |
| 3 to evaluate | c. a goal |
| 4 to deserve | d in one's career |
| 5 to master | e one's progress |

(5 Marks)

Section E

Business related documents

You have prepared your CV for the post of customer service officer. (See the advertisement below from *Sunday Observer* 03/05/2015). Write a suitable cover letter (one page) to be included with your CV.

Customer Service Officer

A vacancy exists in one of Sri Lanka's leading Apparel Manufacturing companies for its Head Office in Colombo with an attractive salary and overtime pay. 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 English and Mathematics.
- * More than two years experiences in Customer care, preferably with some knowledge in Marketing and Public relations.
- * Fluent in English, computer literate and some Administrative service experience desirable.
- * Able to work weekends and evenings.

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

Human Resource Manager
Sri Lanka Apparel
Head Office
44, Main Street
Colombo 01

This image shows a full page of white paper with horizontal dotted lines, typical of primary school writing paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

(25 Marks)