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No of Questions - 07

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

YEAR I SEMESTER II (Group A)
END SEMESTER EXAMINATION – DECEMBER 2014

BCM 10225 Business Communication II

Date : 24th December 2014
Time : 9.00 a.m. – 11.30 a.m.
Duration : Two and half (02 1/2) 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 four parts (A,B,C and D)
- The total marks for the paper is 100.
- The marks for each question are shown in brackets.
- Answers should be written neatly and legibly.

Part A: LISTENING

Question No.01

Listen to an extract and complete the text given below with the exact words you hear. You will hear the extract twice only.

The Meaning of 'Love'

I remember the morning that I first asked the meaning of the word "love. . . ."

Miss Sullivan put her arm gently round me and 1..... into my hand, "I love Helen."

"What is love?" I asked...

"Love is something like the 2.....that were in the sky before the 3. came out," she replied... "You cannot

4. the clouds, you know; but you

5..... the rain and know how glad the flowers and the 6.earth are to have it after a hot day. You

cannot touch love either; but you feel the 7. that it pours into everything. Without love you would not be happy or want to play."

The beautiful truth 8..... 9. my mind--I felt that these were invisible lines 10. between my spirit and the spirits of others.

-Helen Keller--

(Total 10 Marks)

Part B: SPEECH

Question No.02

Mr. Peiris calls the Secretary of the Event Manager of ABC Company to make an appointment. Complete the blanks in the following dialogue between Mr. Peiris and the Secretary with suitable words. The first letter of each word is given.

- Mr. Peiris: Can I get an **1) a**..... to meet your Event Manager next week?
- Secretary: One **2) m**..... please. I have to **3) c**.....his schedule.
Would Monday 13th be possible for you?
- Mr. Peiris: Sorry, **4) I'm a**.....Monday is not possible.
How about Thursday?
- Secretary: Yes, he can see you on Thursday morning at 10 o' clock.
- Mr. Peiris: That's good. Please **5) c**..... the appointment by e-mail.
- Secretary: Yes, of course.

(05 Marks)

Question No.03

Imagine that you are Ms. Kodikara. Respond correctly to the questions asked by Mr. Jacobs over the telephone about fixing up a meeting with you (Ms. Kodikara).

- Mr Jacobs : Hello, can I speak to Ms. Kodikara, please?
- Ms. Kodikara :
- Mr. Jacobs : I'm Mr. Jacobs. I called to find out when we could meet to discuss the new project.
- Ms. Kodikara :
- Mr. Jacobs : Yes, could you manage Wednesday?
- Ms. Kodikara :
- Mr Jacobs : What about Thursday, then?
- Ms. Kodikara :
- Mr. Jacobs : Good, that suits me too. Shall we say 11 o'clock?
- Ms. Kodikara :

(05 Marks)

(Total 10 Marks)

Part C: READING

Question No.04

Read the following text and answer the questions.

A huge explosion caused extensive damage last night to the new multi-million dollar factory of Perfecta Ltd, the well-known ladies fashion designers. There were no injuries. A spokesman for Perfecta said that the central heating system had exploded, blowing a large hole in the roof.

“Our complete spring stock has been destroyed. We have lost four hundred thousand pounds worth of clothes” **he** said. He claimed that they had written to the company that installed the heating unit, Bauer AG of Switzerland, on the 9th December last year because **it** was making a strange noise. **They** received no reply. He said Perfecta would be claiming compensation from Bauer AG.

Meanwhile, Perfecta has been forced to close the factory because it is too cold to work in. **This** will cost them about 10,000 pounds a day in lost production.

Amsterdam Warm BV the manufacturers of the heating unit, said last night that they had been making central heating systems for over 20 years and they had never received a complaint. However, **they** have asked a surveyor to find the cause of the explosion.

1. Write whether the following sentences are **true or false:**

The company had written to the manufacturer of the heating system last year about some problem in the heating unit.	
At present, Perfecta has started its usual functions despite the damage.	
According to the manufacturer of the heating unit, the cause of the explosion is that the unit was making a strange noise.	
Bauer AG is the company which installed the heating unit	
Perfecta will be claiming damages from the manufacturer of the heating unit.	

(10 Marks)

2. Find out words/phrases from the text that mean the same as the following:

- i. huge -
- ii. garments -
- iii. mentioned -
- iv. unusual -
- v. producer -
- vi. in the mean time -
- vii. compelled -
- viii. requested -

(4 Marks)

3. Who or what do the underlined pronouns in the text refer to?

- i. he (para 2) :-
- ii. it (para 2) :-
- iii. they (para 2) :-
- iv. this (para 3) :-
- v. they (last para):-

(5 Marks)

4. Suggest a suitable title for this text:

.....
.....

(1 Mark)

(20 Marks)

Question No.05

- a. Complete the mission statement of a company by selecting one of the four possible choices for each gap. Underline the correct option.

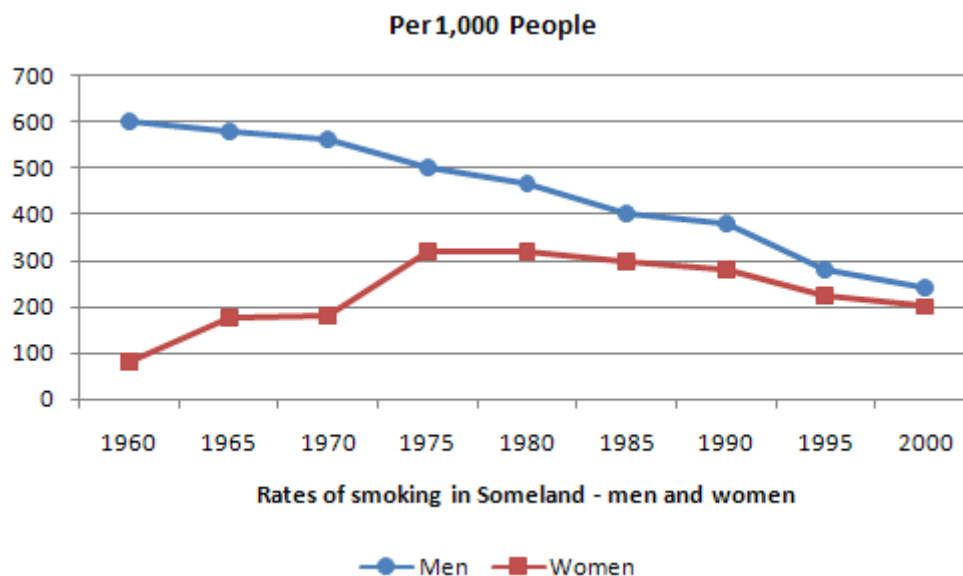
Our management team is 1.....on a single, global business plan that establishes 2.....performance goals for the entire company. This requires all staff 3.....the bank to work together and be accountable in order 4.....meet the performance goals 5..... by our business plan.

6....., our senior management team has established weekly meetings to 7.....our progress against the business plan goals. In the meetings, teams will also identify opportunities for 8..... those goals and will make decisions about actions to 9.....risks and reach our 10.....

1. concentrated/ focused/ dedicated/ centred
2. clear/ understanding/ legible/ incomprehensible
3. to/ from/ throughout/ internal
4. that/ for/ to/ so
5. required/ informed/ established/ ignored
6. Instead/ Besides/ And/ Therefore
7. account/ count/ value/ assess
8. reach/ achieve/ performing/ exceeding
9. amplify/ mitigate/ dilate/ magnify
10. objectives/ desires/ level/ success

(10 Marks)

- b. Read the following graph and complete the description given by underlining the correct option.



The graph compares the rate of smoking among men and women in Scotland between the years 1960 and 2000. It can be clearly seen that the rate of smoking among both men and women is currently **1. reclining/declining/ inclining** and that **2. more/ few/ fewer** women have smoked throughout the period.

In 1960, 600 men in every 1,000 were smoking. This number decreased **3. carefully/ quickly/ gradually** to 500 by 1974 and continued to **4. decrease/ increase/ flatten out** but more **5. suddenly/ steeply/ widely** to 250 in 2000. In contrast, the rate of smoking in women among 1960 was very low at only 80 in every 1,000. By 1968, this **6. bottomed out/increased to / led to** 170, and increased again but more **7. steeply/ quickly/ rapidly** to 320 in 1977. The rate of female smokers then remained **8. no change/ stable/ same** at 320 until 1984 at which point the figures began to decline and had **9. dropped/ reached/ come** to 200 by 2000.

In conclusion, we can see that the rate of smoking among men **10. bottomed out/ dropped/ went down** throughout the whole period but was always at a higher level than the female figures. The rate of smoking among women increased until 1977 but then decreased during the rest of the period.

(10 Marks)

(Total 40 Marks)

Part D: GRAMMAR/WRITING

Question No.06

Read the following first reminder written by the Manager of ProAir Company to Mr. A.T. Ramanayake of ABZ Ltd.

There are five grammatical errors in the body of the letter. Identify the errors and underline them in the text. Then, write down the correct form in the space provided below.

One has been done for you

This is to reminding you about the services obtained by your company on invoice No. 23736 for which we carry in the maintenance services of your air conditioning equipment.

Please note that there is still a balance of payment on our account which due by October 2013.

Please could organize for the immediate payment of same on or before the date due.

I looking forward to hearing from you.

Thank You

E.g.: 1...to remind.....

2.....

3.....

4.....

5.....

6.....

(10 Marks)

Question No.07

Write an essay of **about 250 words** on **one** of the topics given below.

You should first decide carefully on the type of the essay and organize your paragraphs accordingly. It is expected that you will use clear and relevant topic sentences and supporting details to construct your essay.

- i. Nowadays the way many people interact with each other has changed because of technology. In what ways has technology affected the types of personal relationships?
- ii. Consumers are faced with increasing numbers of advertisements from competing companies. While some argue that this creates adverse effects; others disagree.
Write a composition on this.
- iii. Write a story incorporating the following sentence at the beginning or the end.
“I know he is telling the truth, but...”

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[illegible]

(30 Marks)

(Total 40 Marks)