



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

YEAR I SEMESTER II (Group B)
END SEMESTER EXAMINATION – JULY 2015

BCM 10225 Business Communication II

Date : 5th July 2015
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 a short speech and complete the text given below with the exact words you hear. You may have to use up to three words to fill in the blanks.

You will hear the extract twice only.

What is success

My dear friends, the road to success is not smooth. Failures face us at every step.

Success can be achieved by those who do not **1**.....

....., but struggle on till the end is reached. And when our energy

fails us, we should remember that Rome was not built in a day. This will

2..... and energy into

us. But we must not think that success can be achieved with the help of

3.....

Our young men today proudly boast their own achievements, abilities, etc. with too

much pride and satisfaction. But their **4**..... is all

5..... They say money can buy any person, product and post.

Where money power fails, muscle power comes handy. It is unfortunate that such a

base attitude is gaining ground these days because of **6**.....

nepotism and dishonest practices.

What, then, is the prerequisite for success? Is it sheer luck or something else?

(Total 10 Marks)

Part B: SPEECH

Question No. 02

You are an employee of ILM Consultants. You want to make an appointment to meet the managing director of ZainCom PVT Ltd. You ring his secretary to make the appointment. The secretary checks his work schedule and gives you an appointment.

Write the telephone conversation that may take place between the two of you. Complete your conversation with ten utterances.

The beginning of the conversation is given to you.

Secretary : Good morning! ZainCom PVT Ltd.

You : Good morning! I would like to make an appointment to meet your Managing Director.

Secretary :

You :

Secretary :

You :

Secretary :

You :

Secretary :

You :

Secretary :

You :

(Total 10 Marks)

Part C: READING

Question No. 03

Read the following passage and answer the questions given below.

Is it better to stay with one firm throughout your working life or to change firms from time to time? In Japan there is a close relationship between the worker and his company. Employees work hard and do hours of unpaid overtime to make their firms more efficient. If necessary, they give up weekends with the family to go on business trips. They are **loyal** to their organizations and totally involved with them. For example, many of them live in company houses, their friends are people they work with, and in their spare time they do sports and other activities organized by their employers. The system of lifetime employment creates a strong link between the enterprise and its workforce. It covers about 35% of the working population. Generally, when a person joins a firm after leaving high school or university, he expects to stay with that firm until he retires. He has a secure job for life. Therefore, he will not be **laid off** if the company no longer needs him because there is no work. Instead, it will **retrain** him for another position. The pay of a worker depends on his seniority, that is to say, on the years he has been with the firm. The longer he stays there, the higher the salary will be. When he is 30 or 40 years old, therefore, he cannot afford to change jobs. If he did move, he would also lose valuable **fringe benefits**. Promotion depends on seniority as well. Japanese managers are rarely very young and chief executives are at least 60, and very often 70 years old. The Japanese have a special way of making decisions. They call it the consensus system. When a firm has to take some action, it encourages workers at all levels to discuss the proposal and give their opinions. The purpose is to reach consensus (general agreement). As soon as everyone agrees on the right course of action, the decision is taken. Because of this method, a group of workers, rather than one person, is responsible for company policies. One advantage of this is that decisions come from a mixture of experience from the top, the middle and the bottom of an enterprise. Another advantage is that junior staff frequently suggests ideas for change. A disadvantage, perhaps, is that decision making can be slow.

1. What are the main characteristics of Japanese workers?

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(03 Marks)

2. “When business conditions are bad, a Japanese worker is probably more secure than a European one”. Give reasons.

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(04 Marks)

3. “People do not change jobs very often in Japan”. Why is this?

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(03 Marks)

4. How do they make decisions in Japanese companies?

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(03 Marks)

5. What are the advantages and disadvantages of consensus decision making?

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(03 Marks)

6. Explain the meanings.

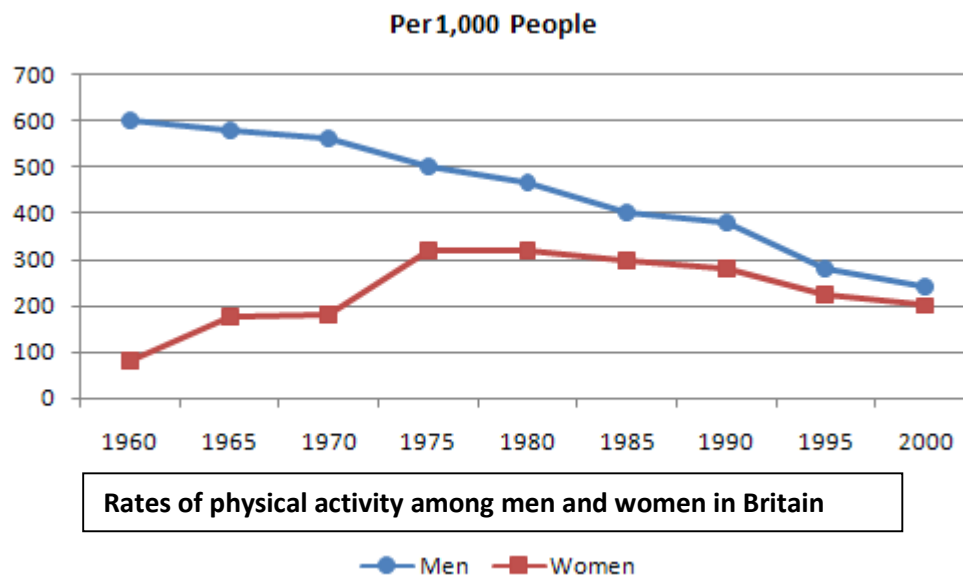
- a. loyal :
- b. laid off :
- c. fringe benefits :
- d. retrain :

(04 Marks)

(Total 20 Marks)

Question No. 04

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



The graph compares the rate of physical activity among men and women in Britain between the years 1960 and 2000. It can be clearly seen that the rate of activity among both men and women is currently **1. reclining/ declining/ inclining** and that **2. more/ few/ fewer** women are engaged in some type of physical activity during the overall period.

In 1960, 600 men in every 1,000 were engaged in exercise. This number decreased **3. carefully/ quickly/ gradually** to 500 by 1975 and continued to **4. decrease/ increase/ flatten out** but more **5. suddenly/ steeply/ widely** to 250 in 2000. In contrast, the rate of activity among women in 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/ fastly** 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 physical activity 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 activity among women increased until 1977 but then decreased during the rest of the period.

(20 Marks)

(Total 40 Marks)

Part D: GRAMMAR/WRITING

Question No. 05

Underline the correct word from those given within brackets

- a. (*As, Though, Because*) still baking on old flour stocks, bakers yesterday increased the price of bread 2. (*of, in, by*) Rs. 10 in Colombo and Rs. 12 in other areas 3. (*while, as soon as, however*) the price of other products were also 4. (*gone, going, go*) up. This came after the monopoly Prima Company increased the price of flour from Rs. 7 to Rs. 20 a kilo. Big time bakers told that there 5. (*should be, is, would be*) no immediate hike 6. (*because of, because, owing to*) they still had old stock 7. (*for, of, with*) flour, but 8. (*many, all, one*) of the small bakers were 9. (*apparent, appear, apparently*) not prepared to give even a few days grace to the consumer and the price of bread 10. (*is raised, raised, was raised*) yesterday.
- b. The Minister of Environment and Natural Resources will seek the 1. (*assist, assistance, assistant*) of priests, village community leaders and ayurvedic physicians for a national drive aimed at 2. (*conserve, conservation, conserving*) Sri Lanka's valuable and threatened 3. (*medicinal, medicine, medical*) plant species. The programme 4. (*which, what, of which*) will commence in the Kegalle and Kurunegala districts is expected to ensure the 5. (*survive, survival, surviving*) of about 200 such plants now under threat 6. (*due to, because, since*) overuse and 7. (*legal, unleagal, illegal*) trading. The places of worship 8. (*who, that, what*) have adequate space for 9. (*set, setting, sets*) up plant nurseries and those 10. (*which, who, whose*) have willingness to join this programme will be selected under the initiative.

(10 Marks)

Question No. 06

You are working for a reputed company dealing in electrical items.

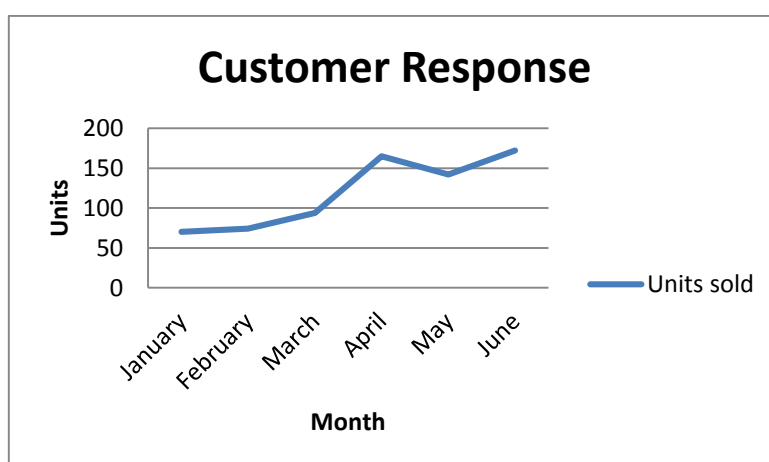
Six months back you started a new project on introducing a range of smart phones to the local market. The Marketing Manager has asked you to submit a progress report.

Write a brief report covering the following areas and use the graph given on 'Customer Response' to support your writing.

Your report should have:

- A brief introduction
- Methodology you used to collect customer feedback
- Findings
- Conclusion
- Recommendations

Limit your report to **500 words**. You should use a clear topic sentence in each paragraph and also write cause and effect, comparison /contrast, and paragraphs of exemplification where necessary.



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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.

(30 Marks)