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No. of Questions -07

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

YEAR I SEMESTER II
END SEMESTER EXAMINATION – MAY 2014

BCM 10225 Business Communication II

Date : 13th May 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

(Total 10Marks)

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

1.

Love Conquers All

Love makes the world **1.** _____ , not money.

I agree with the centuries old quote that says, 'Love conquers all'. It's true when you

2. _____. So much has been

written about love. It must be **3.** _____

most written and talked about topic ever. How many songs and poems

4. _____ love? Millions, billions,

perhaps. Love is everywhere. You can't

5. _____ day without hearing

someone say 'love'. It is one **6.** _____

beautiful words in any language. Your heart can melt when someone says 'I love

you'. It's also very important **7.** _____

_____ you love them. You should do it every day. There are **8.**

_____ kinds of love and they are all

important. **9.** _____ when you love pizza or

burgers. That's **10.** _____ .

Part B:

SPEECH

(Total 10 Marks)

2. Mr. Silva calls the Secretary of the Finance Director of ABC Company to get some information.

Complete the blanks in the following dialogue between Mr. Silva and the Secretary with suitable words. The first letter of each word is given.

Mr. Silva: I'd like to 1) **v**..... you sometime next month, to meet your Finance Director.

Secretary: That's fine. I could give you an 2) **a**..... next week.

Mr. Silva: No, 3) **u**..... I'm away next week.

The 4) **f**..... week would be okay.

Secretary: Yes, well how about Thursday morning at 10 o'clock?

Mr. Silva: That's good. Please can you 5) **c**..... by email?

Secretary: Yes, of course.

(Marks 5 x 1 = 05)

3. Imagine that you are Ms. Gamage. Respond correctly to the questions asked by Mrs. Sylvia over the telephone, about fixing up a meeting with you (Ms. Gamage).

Mrs. Sylvia: Hello, can I speak to Ms. Gamage please?

Ms. Gamage:

Mrs. Sylvia: I'm Mrs. Sylvia. I called to find out when we could meet to discuss the workshop.

Ms. Gamage:

Mrs. Sylvia: Yes, could you manage Wednesday?

Ms. Gamage:

Mrs. Sylvia: What about Thursday then?

Ms. Gamage:

Mrs. Sylvia: Good, that suits me too. Shall we say 11 o'clock?

Ms. Gamage:

Marks 5 x 1 = 05)

Part C:

READING

(Total 40 marks)

4. Read the following article and answer the questions that follow.

(20 marks)

Barter, the Electronic Handshake

1. Business owners are always looking for ways to lower expenses. Bartering allows them to build profit into their expense and conserve their cash flow. It's just one more tool used to increase the chances of the company's success.

(1)..... And as a result, they get an opportunity to open themselves up to a new business relationship that can help their company grow for years to come.

2. Bartering online makes it easy to approach companies that you may never have thought of doing business with. Joining an online barter club is a smart and simple way to find business owners in your area willing to barter goods or services you require. (2)

..... The best suggestion would be to shop around and decide what is right for your company.

3. Whatever barter site you decide to deal with should provide you with ample information on how their barter system works and informative pages for people who may be new to the barter world. If

you are unsure of anything, it doesn't hurt to ask questions before making the decision to join. (3).....

4. Many business owners who enjoy bartering are not just members of one organization; you can join a few and start weeding out the ones that don't seem to be working for you. (4)

..... Although a company may state that there is only a one-time membership fee, as a member you may still have to pay an annual fee or a percentage per transaction.

5. Good communication is the key to bartering successfully. (5)..... Be realistic about the value of services you are offering and what you are seeking in return.

6. Remember that your success does not solely depend on the company that you decide to join. You need to remain active in pursuing trades because if little or no effort is put forth, then your results will be of no accomplishment. (6).....

a) Choose the best sentence from the list below to fill in each of the gaps in the above article.
For each gap (1-6) choose one letter (A-F) and write in the boxes provided below.

The first has been done for you.

- A. And a declined trade shouldn't discourage you from contacting other business owners.
- B. Business owners gain more customers in the process because these are not people that they would have normally done business with.
- C. How quickly and accurately they respond is a good indication of how your concerns would be addressed as a member in the future.
- D. Some companies deal with barter currency, others charge membership or transaction fees and some provide their service at no cost.
- E. Be cautious of hidden fees.
- F. If you pursue all possible leads, you will gain all the benefits and rewards that bartering brings.

(1) ..B...	(2)	(3)	(4)	(5)	(6)	
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(2 x 5 = 10 marks)

b) Select the correct heading (A- G) for each paragraph in the text. Write the paragraph number in the space given below.

(There is one extra heading that you don't need)

- | | |
|---------------------------------|-------------------------|
| A. Selecting a good barter club | Paragraph number: |
| B. Successful bartering | Paragraph number: |
| C. Online barter clubs | Paragraph number: |
| D. Active participation | Paragraph number: |
| E. Importance of bartering | Paragraph number: |
| F. Results of bartering | Paragraph number: |
| G. Unproductive barter clubs | Paragraph number: |

(1 x 6 = 6 marks)

c) According to the above text, what benefits can business owners gain by joining an online barter club? State two benefits. (2 marks)

1.
2.

d) What does the writer mean when he says “Be realistic in the value of services you are offering and what you are seeking in return (para 5).”

Comment using your own words. (2 marks)

.....
.....

5. Following is a newspaper article on the restructuring of a bank. Read it and answer the questions that follow. (20 marks)

a. PlannersBank yesterday confirmed plans to revamp their entire organizational structure and brought in a new executive to guide its retail banking operations, as CEO Tim Lombard continues to place his imprint on the company. The bank is also looking for new board members with experience in leading financial institutions. The reorganization creates four regional centres, one of which will be in New Port City, and is designed to give more control to executives who are closer to the bank's clients. At the same time, it focuses on investment banking and wealth management as core businesses, while beefing up management of consumer banking services by bringing in Deirdre Ford as head of that department.

b. The shakeup, billed as a move to streamline decision making, has the potential to further complicate PlannersBank's organizational structure. While the regional CEOs will have direct responsibility for their new teams, long-term strategic decisions will still be made by the head office. With just one month to go before the company's annual general meeting, the bank said on its website that it is actively looking for new board

candidates and that certain regional management positions may be open as well. One director, Noel Harrington, is stepping down ahead of the meeting, citing 'irrevocable differences' with the board, and must now be replaced.

c. Analysts said that the management reorganization continues a pattern of serial makeovers. 'Today's announcement seems to rule out a radical restructuring,' said analyst Danny Crawley. 'Yet we still expect about 10% of PlannersBank's balance sheet to get reduced via downsizing, discontinued operations, and sales of smaller businesses.'

d. PlannersBank said the move would allow the firm to become a 'leaner' organization. Mr. Lombard hopes that running PlannersBank's varied and far-flung businesses on a regional basis will help them cater for clients with a greater understanding of how customer needs can change depending on location. He has said before that he wanted the bank to reorganize in order to reduce overlap and tighten its focus on customer needs. The new realignment will empower the regional heads, who can then 'make decisions on the ground'.

a) For each of the sentences below, choose the paragraph from the article (a, b, c or d) which it refers to and tick the correct box. (2 x 5 = 10 marks)

This first has been done for you.

1. Present CEO of the company will not be removed as part of the reorganization.

a) <input checked="" type="checkbox"/>	b) <input type="checkbox"/>	c) <input type="checkbox"/>	d) <input type="checkbox"/>
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2. This restructuring is one of many recent changes at the bank.

a) <input type="checkbox"/>	b) <input type="checkbox"/>	c) <input type="checkbox"/>	d) <input type="checkbox"/>
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3. The bank says one reason for the change is to simplify how people determine what to do.

a)	b)	c)	d)
----	----	----	----

4. The bank operates in a number of different places, some of which are quite distant.

a)	b)	c)	d)
----	----	----	----

5. At least one executive is resigning from their current position.

a)	b)	c)	d)
----	----	----	----

6. Some people believe that the bank will have to lay off some employees.

a)	b)	c)	d)
----	----	----	----

b) How will the Planners Bank benefit by having a more complicated organizational structure? State two reasons (4 marks)

1.
.....
2.
.....

c) What is your opinion about the bank's strategy? Explain briefly. (4 marks)

.....

.....
.....

d) Find four words from the text that mean the same as 'reorganization'. Write your answers below. (2 marks)

1.....2.....
3.....4.....

Part D:

GRAMMAR/WRITING

(Total 40 Marks)

6. Read the following first reminder written by the Manager of the Cooperative Bank of Sri Lanka, Maharagama Branch, to Mr. A.T. Ramanayake.

There are five grammar 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.

(10 marks)

One has been done for you

I am writing to reminding you that you now has an overdraft of Rs 120578 on your current account. I am allowed your last credit transfer to Colombo Trading Company to pass as you have a large credit balance on your savings account. But I would like to inform you that we cannot allow overdraft facilities unless you make formal arrangements with the bank. If you would like to do this, please meet me and discuss it.

Alternatively, you would make sure that your current account is in credit?

I am kindly expect your prompt response in this regard.

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

2.

3.

4.

5.

6.

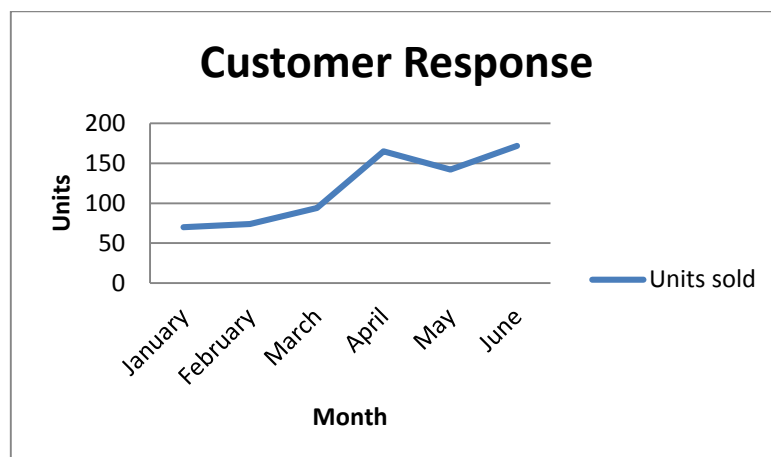
7. You are working for a reputable company dealing in household furniture items. Six months back you started a new project to introduce a range of household furniture products made with pinewood. The Marketing Manager has asked you to submit a progress report.

Write a report covering the following areas and ask for more funds for the project. *Use the graph given on 'Customer Response' to support your writing.*

Focus on the following areas in your report:

- Background of the project
- The current status of the project
- Recommendations

Limit your report to 250 words. You should use a clear topic sentence in each paragraph and also write words/phrases to mark cause and effect, comparison/contrast, and exemplification, where necessary. (30 marks)



[illegible]