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

YEAR I SEMESTER II
END SEMESTER EXAMINATION – OCTOBER 2014

BCM 10225 Business Communication II

Date : 02nd November 2014 (Sunday)
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 answer script.
- 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

(10 Marks)

Question No. 01

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

The Meaning of 'Love'

To love very much is to love inadequately; we love--that is all.
Love cannot be 1. without being nullified.
Love is a short word but it 2.....

Love means the body, the soul, the life, 3.....
..... . We feel love as we feel 4
..... of our blood, we breathe love as we breathe the air, we
hold it in ourselves as we hold our thoughts. Nothing more
exists for us. Love is not a word; it is a 5.
..... indicated by four letters.

Guy de Maupassant

Part B: SPEECH

(Total 10 Marks)

Question No. 02

Mr Perera calls the Secretary of the Event Manager of ABC Company to get some information. Complete the blanks in the following dialogue between Mr Perera and the Secretary with suitable words. The first letter of each word is given.

Mr Perera: I'd like to 1) f.....a meeting with your event manager, Ms. Ruwani De Silva next week.

Secretary: That's fine, I could give you an **2) a**.....on Monday.

Mr Silva: Sorry, I'm 3) a..... Monday is not possible.

Would a Thursday be **4) p.....**?

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

Mr Silva: That's good. Please 5) r.....her of the appointment.

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)

Part C: READING

(Total 40 Marks)

Question No. 04

Read the following article and answer the questions.

(20 Marks)

The Real Harm in Multitasking

Travis Bradberry, Ph.D.

1. You've likely heard that multitasking is problematic, but new studies show that it kills your performance and may even damage your brain. Research conducted at Stanford University found that multitasking is less productive than doing a single thing at a time. The researchers found that people who are regularly bombarded with several streams of electronic information cannot pay attention, recall information, or switch from one job to another as well as those who complete one task at a time.

a).....

2. But what if some people have a special gift for multitasking? The Stanford researchers compared groups of people based on their tendency to multitask and their belief that it helps their performance. They found that heavy multitaskers -those who multitask a lot and feel that it boosts their performance- were actually *worse* at multitasking than those who like to do a single thing at a time.

The frequent multitaskers performed worse because they had more trouble organizing their thoughts and filtering out irrelevant information, and they were *slower* at switching from one task to another.

3. Multitasking reduces your efficiency and performance because your brain can only focus on one thing at a time. When you try to do two things at once, your brain lacks the capacity to perform both tasks successfully.

b).....

4. Research also shows that, in addition to slowing you down, multitasking lowers your IQ. A study at the University of London found that participants who multitasked during cognitive tasks experienced IQ score declines that were similar to what they'd expect if they had smoked marijuana or stayed up all night. IQ drops of 15 points for multitasking men lowered their scores to the average range of an 8-year-old child.

5. So the next time you're writing your boss an email during a meeting, remember that your cognitive capacity is being diminished to the point that you might as well let an 8-year-old write it for you.

c).....

6. It was long believed that cognitive impairment from multitasking was temporary, but new research suggests otherwise. Researchers at the University of Sussex in the UK compared the amount of time people spend on multiple devices (such as texting while watching TV) to MRI scans of their brains. They found that high multitaskers had less brain density in the anterior cingulate cortex, a region responsible for empathy as well as cognitive and emotional control.

7. While more research is needed to determine if multitasking is physically damaging the brain (versus existing brain damage that predisposes people to multitask), it's clear that multitasking has negative effects. Neuroscientist Kep Kee Loh, the study's lead author, explained the implications: "I feel that it is important to create awareness that the way we are interacting with the devices might be changing the way we think and these changes

might be occurring at the level of brain structure."

d).....

8. If you're prone to multitasking, this is not a habit you'll want to indulge in –it clearly slows you down and decreases the quality of your work. Even if it doesn't cause brain damage, allowing yourself to multitask will fuel any existing difficulties you have with concentration, organization, and attention to detail.

9. Multitasking in meetings and other social settings indicates low Self- and Social Awareness, two emotional intelligence (EQ) skills that are critical to success at work. Talent Smart has tested more than a million people and found that 90% of top performers have high EQs. If multitasking does indeed damage the anterior cingulate cortex (a key brain region for EQ) as current research suggests, it will lower your EQ in the process.

10. So every time you multitask you aren't just harming your performance in the moment; you may very well be damaging an area of your brain that's critical to your future success at work.

- a) Choose the best sentence that summarizes the main idea of paragraphs (1-6) from the list below.

For each paragraph (1-6) choose one letter (A-F) and write it in the box provided below. The first has been done for you.

- A. According to research, those who believed that they have a special skill in multitasking actually performed worse than others.
- B. Research has revealed that focusing on one task at a time is more beneficial than multitasking.
- C. Intelligence levels of a person drastically reduce due to multitasking.
- D. Effects of multitasking on empathy as well as cognitive and emotional control of a person is permanent.
- E. Multitasking reduces efficiency and performance.
- F. Writing while being engaged in other activities, will lead you to produce less effective documents.

(1)...B...	(2)	(3)	(4)	(5)	(6)
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(10 Marks)

- b) Select the correct sub-heading (A- F) for each section of the text. Write the sub-heading in the blank (a-d) in the text

OR

Write the section (a-d) besides each sub-heading in the space given below.

(There are two extra headings that you do not need.)

- | | |
|-----------------------------------|----------------|
| A. Brain Damage from Multitasking | Section: |
| B. A Special Skill | Section: |
| C. Necessity of Multitasking | Section: |
| D. Learning from multitasking | Section: |
| E. Benefits of Multitasking | Section: |
| F. Multitasking Lowers IQ | Section: |

(04 Marks)

- c) According to the above text, what are the negative effects of multitasking? State four effects.

(04 Marks)

1.
2.
3.
4.

- d) What do you understand by the terms IQ and EQ discussed in the article? Comment briefly on each.

(04 Marks)

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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

(10marks)

b) Using the graphs, choose the correct answer for each of the questions below.

(10marks)

Source: Annual Report, XYZ Company -2008.



income

Profit

expenses



income

Profit

expenses

1. When did Company A's income fall most sharply?
 - a) July 2003
 - b) July 2004
 - c) January 2003

2. Which company's expenses changed very little in the first two years?
 - a) Company A
 - b) Company B
 - c) Neither, because both company's expenses changed a lot in the first two years.

3. When did Company B's expenses rise significantly?
 - a. October 2004
 - b. January 2005
 - c. April 2005

4. Which company's profit more than doubled from 2006 to 2007?
 - a. Company A
 - b. Company B
 - c. Neither

5. Which company shows an erratic growth from 2003 to 2005?
 - a. Company A
 - b. Company B
 - c. Both

Part D: GRAMMAR/WRITING

(Total 40 marks)

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. (10 marks)

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.

Question No. 07

Look at the graphs given in question **5 b** again. The management of the company you work for wishes to identify which company out of the two given will be more stable and profitable in

the long run. Write a short report on the performance of the two companies for your management.

Write a report covering the following areas:

- Company A's performance
- Company B's performance
- Conclusion
- Recommendations

Limit your report to 300 words. You should use a clear topic sentence in each paragraph and also use transition markers to indicate cause and effect, comparison /contrast, and exemplification, where necessary.

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(Total 30 marks)