



No. of Pages - 08

No of Questions - 09

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

**YEAR II SEMESTER I**  
**END SEMESTER EXAMINATION – NOVEMBER 2014**

**BCM 20325 Business Communication III**

Date : 12<sup>th</sup> November 2014  
Time : 9.00 a.m. - 11.30 a.m.  
Duration : Two and half (02 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 answer script.
- This paper consists of three parts (A,B and C)
- **Part A:** Answer all questions in this paper itself.  
**Part B:** Answer any five out of the six questions given including the Question No. 2  
**Part C:** Answer any one out of the two questions given
- 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**

### **Question No. 01**

Underline the correct word from those given within brackets.

#### ***a. Bread price rises***

(*As, Though, Because*) still baking on old flour stocks, bakers yesterday increased the price of bread (*of, in, by*) Rs. 10 in Colombo and Rs. 12 in other areas (*while, as soon as, because*) the price of other products were also (*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 said that there (*will be, is, would be*) no immediate hike (*because of, because, owing to*) they still had old stock (*for, of, with*) flour, but many of the small bakers were (*apparent, apparently*) not prepared to give even a few days grace to the consumer and the price of bread (*is raised, raised, was raised*) yesterday.

#### ***b. Independence Celebrations-Nuwara Eliya.***

The theme of the 25<sup>th</sup> Independence celebration in Nuwara Eliya was ‘’ Peace and (*Prosperous, Prosper, Prosperity*) for a (*good, better, best*) tomorrow among all communities in Sri Lanka.’’ The National Flag was hoisted at all points including the plantation sector, with (*tradition, traditional, traditionally*) displays and religious ceremonies in all places of worship.

***c. National Drive to Conserve Medicinal Plants***

The Minister of Environment and Natural Resources will seek the (*assist, assistance, assistant*) of priests, village community leaders and ayurvedic physicians for a national drive aimed at (*conserve, conservation, conserving*) Sri Lanka's valuable and threatened medicinal plant species. The programme (*which, what, of which*) will commence in the Kegalle and Kurunegala districts is expected to ensure the (*survive, survival, surviving*) of about 200 medicinal plants now under threat (*due to, because, since*) overuse and illegal trading. The places of worship (*who, which, what*) have adequate space for (*set, setting, sets*) up plant nurseries and those (*which, who, whose*) have willingness to join this programme will be selected under this initiative.

**(Total 20 Marks)**

## **PART B**

Answer **FIVE** questions.

### **Question No. 02 (Compulsory)**

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 **retain** 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.

- i. What are the main characteristics of Japanese workers? Mention at least 3 characteristics.  
(03 Marks)
- ii. “When business conditions are bad, a Japanese worker is probably more secure than a European one”. Give reasons.  
(04 Marks)
- iii. “People do not change jobs very often in Japan”. Why is this?  
State 3 reasons mentioned in the paragraph  
(03 Marks)
- iv. How do they make decisions in Japanese companies? Explain briefly.  
(03 Marks)
- v. What are the advantages and disadvantages of consensus decision making?  
(03 Marks)
- vi. Explain the meanings of the following words.
- a. loyal
  - b. laid off
  - c. fringe benefits
  - d. retain

(04 Marks)

**(Total 20 Marks)**

### **Question No. 03**

Write a summary of the following paragraph in about 45 words.

The world of business is one area in which technology is isolating us. Many people now work alone at home. With access to a large central computer, employees such as secretaries, insurance agents and accountants do their jobs at display terminals in their own homes. They no longer actually have to see the people they're dealing with. In addition, employees are often paid in an impersonal way. Workers' salaries are automatically credited to their bank accounts, eliminating the need for pay cheques. Fewer people stand in line with their co-workers to receive their pay or cash their pay cheques. Finally, personal banking is becoming a detached process. Customers interact with machines rather than people to deposit or withdraw money from their accounts. Even some bank loans are approved or rejected, not in an interview with a loan officer, but through a display on a computer screen.

**(Total 10 Marks)**

### **Question No. 04**

You are the president of the Management Students' Council. You want to make an appointment to meet the managing director. 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 two of you. Use more than 125 words for the conversation.

**(Total 10 Marks)**

### **Question No. 05**

Write a *letter of apology* to the following letter sent by an unsatisfied customer.

Dear Mr. Fernando,

I am writing to complain about your freight transport service. We have been using this service for the past two years, and recently we have experienced a number of problems. Last month one package of medical supplies arrived several days later and the contents had to be destroyed.

Because of this we lost an important customer. On another occasion, a package was not collected from our ware house. I am afraid that unless the quality of the service improves, we will have to look for another distributor.

Yours sincerely,

B.R. Rathnayake  
(Sales and Export Division)

**(Total 10 Marks)**

**Question No. 06**

You are the Chief Executive Officer of H & D Company. Last year, your company initiated a major effort to improve productivity throughout the company. During the first few months, little improvement was made. Recently, however, major gains, exceeding 20 percent, have been made in both the packaging and equipment repair departments. You would like to commend them for their achievements, and announce to the other departments that gains are possible. Write a memo to all employees.

**(Total 10 Marks)**

**Question No. 07**

Fill in the blanks with the correct form of the words given in brackets.

Dear Mr. Silva,

Thank you for your letter of Dec. 25<sup>th</sup>..... (express) satisfaction  
with the service you..... (receive) on your recent flight from Sydney.  
It..... (be) a pleasure to hear from another..... (satisfy) customer. I  
am..... (be/pass on) your compliments to the cabin crew. I'm sure  
they..... (be/please) to hear how much you have appreciated their hard

work. I.....(notice) from our computers that you are not a member of our new Air Points programme for frequent flyers in Business Class.....(give) you the chance.....(earn) bonus points for every kilometer you.....(fly) with us. It could even.....(mean) free flights in future for you and your family..... (enclose) an application form and I very much.....(hope) you.....(want)..... (join) this scheme which..... (already/ prove) popular with business executives. We.....(look forward).....(hear) from you in due course. In the meantime, I..... (like).....(offer) you an incentive for..... (respond) promptly – a start-up bonus of 500 points and an extra 1000 points if you.....(travel) Business Class with us before 01st of April this year. That..... (get) you off to a flying start.

Yours sincerely,

James Peter  
(Public Relations Manager)

**(Total 10 Marks)**



## **PART C**

Answer only **ONE** question

### **Question No. 08**

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

- i. Recovery of Sri Lankan Economy after the War
- ii. Importance of Language Skills in Business
- iii. The shipping industry in Asia will flourish in the next few years and Sri Lanka will definitely benefit from this.

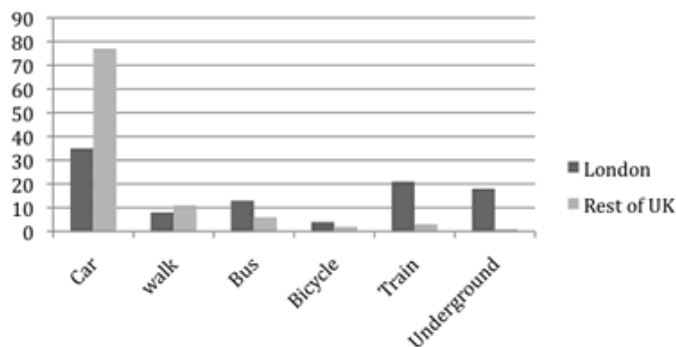
**(Total 20 Marks)**

### **Question No. 09**

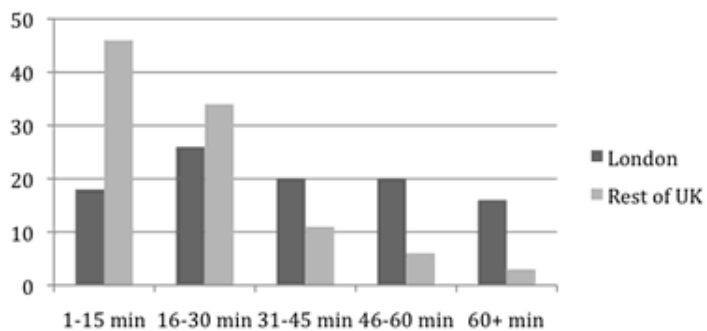
The graphs below give information about commuting inside and outside London in 2009.

*Analyze the information by selecting and reporting the main features, and make comparisons where relevant. Do **not exceed 250 words**.*

Percentage of workers and method of travel,  
2009



Percentage of workers by home-to-work  
travel time, 2009



**(Total 20 Marks)**