

No. of Pages - 13

No of Questions - 09

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

YEAR I SEMESTER I (Intake V – Group B)
END SEMESTER EXAMINATION – APRIL 2016

BCM 10125 Business Communication I

Date : 10th April 2016
Time : 9.00 a.m. - 11.30 a.m.
Duration : Two and a half (02 ½) hours

Instructions to Candidates:

- Write your 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 sections (A,B,C and D)
- The total mark for the paper is 100.
- The marks for each question are shown in brackets.
- Answers should be written neatly and legibly.

Section A-Vocabulary and Grammar

Question No. 01

Read the article below about customer service. Choose the best word - a, b, c or d - given in the list below and write it in the appropriate blank...

Customer Service

The way a company approaches customer service is one of the most important factors in determining its future success or failure. No matter what a company does, it is always in the business of [1].....customer service. If you take a look at companies that are not doing well or have gone [2]....., one of their common features is their inability to deliver a reliable and efficient customer service.

All successful companies, on the other hand, understand and deliver what their customers want and strongly believe in the value of customer service training for management and [3].....employees. Companies which fail to view customer service training as an [4]..... are likely to remain in business only if they manage to keep a large number of first-time consumers. Moreover, they will probably end up losing [5]..... and experiencing a [6]..... in profit unless they keep introducing new products and spending massively [7]..... advertising.

Successful companies, however, are the ones which have grasped that in today's extremely competitive marketplace, being good is not just good enough anymore. Customers have become much more [8]..... and expect nothing less than [9]in customer service.

One of the keys to success is for a company to develop efficient means of communication between management and employees. This invariably has a direct positive effect on the customer. As a matter of fact, a company which is good to work for is one which is good to [10] business with.

- | | | | | |
|-----|---------------|----------------|---------------|---------------|
| 1. | a. providing | b. giving | c. selling | d. caring |
| 2. | a. away | b. over | c. under | d. across |
| 3. | a. shop floor | b. foreground | c. front-line | d. workshop |
| 4. | a. earning | b. expenditure | c. interest | d. investment |
| 5. | a. share | b. demand | c. niche | d. place |
| 6. | a. rise | b. drop | c. level | d. plateau |
| 7. | a. in | b. for | c. over | d. on |
| 8. | a. awkward | b. requested | c. complex | d. demanding |
| 9. | a. excellence | b. goodness | c. quality | d. expertise |
| 10. | a. deal | b. do | c. make | d. work |

(10 marks)

Question No. 02

Read the following extract of a memo. Fill in the blanks by changing the **form** of the words in brackets appropriately.

Dear all,

I've noticed in the last few weeks that a number of team members have been arriving late for work and as a result [1]..... [arrive] late for our daily team meetings. This [2][unfortunate] means that:

- The meetings themselves [3]..... [starts] late and as a consequence, we don't have time for all the items on the agenda.
- Valuable time is [4]..... [waste] while latecomers are [5] [update] on discussions and decisions.

I am very [6]..... [awareness] of the hard [7] [working] and long hours you are putting in on this project, so, rather than [8]..... [speaks] to the individuals concerned, I would like all of you to please make an extra [9]..... [efforts] with timekeeping. This will help to ensure that the project [10]..... [finish] on time and within the budget.

(10 marks)

(Total 20 marks)

Section B- Communicating in a work environment

Question No. 03

You bought a printer for your department and now find that the paper is getting stuck when you attempt to print multiple copies. The machine is under the guarantee period. The suppliers want you to submit your complaint in writing so that action could be taken.

Write to the Manager/Customer Care, Speed Print (PVT) LTD., 125 Galle Road, Colombo 4 informing him of the problem. Your letter should include the following:

- a. request inspection
- b. mention date of purchase and guarantee period
- c. if repair not possible request replacement

Write your letter in **full block style**. Word limit: about **150** words.

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(20 marks)

Question No. 04

Complete the following telephone conversation between a caller and the receptionist using the suggestions given in brackets.

R= Receptionist

C = Caller

Receptionist: Good Morning, Martin and Sons. How may I help you?

Caller: Good Morning.(1)Chandana Silva,
please? [ask to speak]

R: I'm (2).....Mr. Silva (3)..... [polite
expression / at meeting / now]

C: (4) [wishes to leave a message]

R: Yes, of course. What would you like to tell him?

C:(5).....
.....

[requests conveying message/ will call tomorrow]

R: Yes, I'll tell him as soon as he gets in May (6).....

[ask for name]

C: I'm sorry, my name's Sri Lal from D & D Ltd.

R: Thank you, Mr. Sri Lal

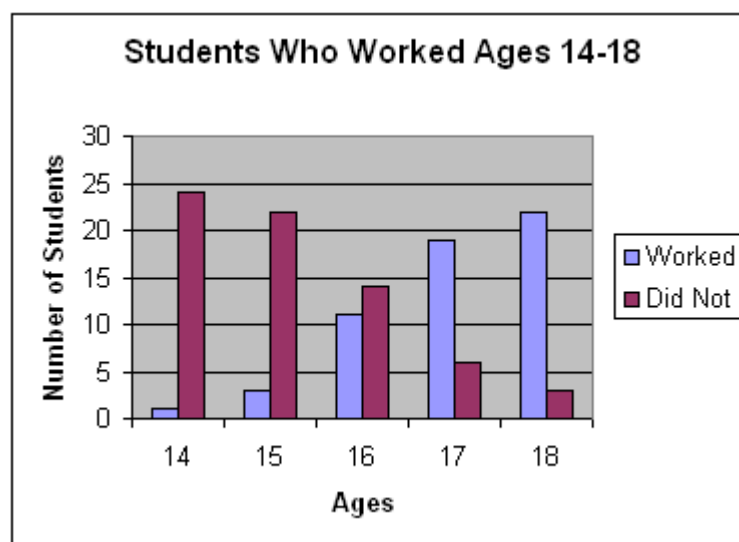
(10 marks)

Presenting Statistical Data – graphs and charts

Question No. 05

Study the graph given below. The number of students per 1000 population is indicated in **Students who worked between the ages of 14 – 18 in the year 2012.**

Write a brief report comparing the changes in the age groups related to work. Describe only the salient features. [Word limit **150 - 200** words]



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(10 Marks)

(Total 40 marks)

Section C -Listening

Question No. 06

You are going to listen to a conversation between two marketing managers who have met for the first time. While you listen, write **True** if the statement matches the information in the conversation, and **False** if the statement does not.

Read through the statements first. **The conversation will be played twice.**

- i. Danila works in Heathrow. []
- ii. Danila's journey was generally satisfactory. []
- iii. Danila has been living in Ljubljana for the past six months. []
- iv. Danila intends to tour Eastern and Central Europe. []
- v. Frances Atkinson is keen to find out the outcome of Danila's research. []

[Source of recording: Market Leader]

(Total 10 marks)

Section D - Reading for academic and professional purposes

Question No. 07

Read the following article and answer the questions given below:

The leadership challenges every CEO faces today.

[Paul Robinson Nov 17, 2014]

[1] Management guru and consultant Marshall Goldsmith wrote a book “ What got you here won't get you there’, precisely sending a bold message to the corporate world that the old tricks may not be best suited to today's ever changing business landscape.

[2] The leadership challenges of today are different from the challenges in the past. We are living in a global economy. Competition is severe. Everything is changing fast. The survival of the fittest is determined by who can adapt faster and innovate better.

[3] In a complex business environment leaders must develop a broad range of skills and **business acumen** at various levels. In my experience, working with corporate executives who represent small and big firms, I have identified a few leadership challenges they all face in common.

They are:

a

[4] Some CEOs have no long-term vision. They surely know what they are working on but they don't know what they are working towards. **They** are too **caught up in** dealing with yesterday's problems so much that they can hardly focus on what tomorrow might bring.

[5] On the other hand, even if the CEOs do have a strong vision, **they** find it hard to convey the same to the rest of the team members. Often their vision statement stays on paper and less in action. Here, the CEOs lack the ability and action to communicate their vision to the rest of the group. Therefore the employees have no clue about where their organisation or their career is heading.

[6] Great leadership is the ability to inspire people and pass on the vision to the followers. When leaders achieve this task, they not only have clarity in what they are doing but also transform the employees into a group of entrepreneurs.

b.....

[7] One of the **prime tasks** of a leader today is to lead their organization to the future. The innovator's dilemma happens when you stick with what made you successful for too long. The biggest threat for most of future success is the reminiscence of past success. Things change too soon even before we realise it. For example, Blackberry thought that they could sustain **their** smart phone revolution for many years. Blackberry's exclusive BBM service (instant messaging service) was disrupted by the introduction of the 'Whatsapp' application. Whatsapp **democratized** an exclusive service that was quite a competitive advantage of Blackberry for some time. Similarly Kodak Film thought that they could sustain the photography business amidst the digital disruption. Kodak not only ignored the exponential growth of digital camera technology but also the advent of applications like the 'Instagram'. As a result, Kodak has become history. So, today CEOs must worry about innovation, their own and that of the others.

c.....

[8] For leaders, it's very important to differentiate their business constantly from their competitors. As the world becomes more complex and technology disrupts old ways of doing things, businesses have to evolve their offerings and provide more value to their clients. Therefore to gain a unique advantage over others, leaders must constantly focus on innovation. Innovation can help you increase your market share, define new markets and gain and retain more customers.

d.....

[9] Most business owners complain about not getting the right talent for the job. Those who have the talent, hesitate to train their talent. The secret to attracting and retaining great talent does not mean providing big fat cheques or incentives to your employees. Talents are attracted to working for a company, which promises a great work culture. For example, Google gets over a million unsolicited resumes every year. People are not queuing up to work for a **search engine firm**. Clearly they are attracted to the great work culture Google has. An employee empowering work culture that not only attracts more talent but also retains the best employees. They want to be appreciated for their contributions and want to feel alive. Culture, therefore, is the best intrinsic motivation ever. It is better than strategy. The right tone has to be set by the CEO himself.

e.....

[10] One of the major responsibilities of the CEO is to **execute ideas**, plans and strategies. Often the responsibility of execution is passed on to the managers. In most cases, the managers will take on the new assignment with great enthusiasm but the drive tends to fade away. Delay, procrastination, obstacles, undue interventions and excuses delay execution. Again, **the same ideas** are discussed in routine meetings hoping for another execution time line. What leaders need to enforce is the execution discipline of getting things done. Leaders must help the followers to prioritize on the majors. Better priority management will help people to achieve more productivity with fewer hassles.

- i. Match the following titles to the sections of the passage. Write them in the appropriate space given above each paragraph.

Not being able to retain the best people.

The innovator's dilemma.

Execution delay.

Losing out on competitive advantage.

Inability to convey the vision to the rest of the team.

(10 marks)

- ii. According to the author of this article, why has leadership become a challenge to CEOs today? Give two reasons.

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(02 marks)

- iii. What are the benefits of inspiring employees by sharing the vision of the organization? Mention two.

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(02 marks)

- iv. What do the examples of Blackberry BBM service and Kodak show us?

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(02 marks)

- v. What benefits will an ideal work culture bring for its organization? Mention two.

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(02 marks)

- vi. According to the author, how could CEOs help to improve productivity?

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(02 marks)

Question No. 08

What or who do the following words and phrases refer to in the article?

- i. they - paragraph 4 -
- ii. they - paragraph 5 -
- iii. their - paragraph 7 -
- iv. search engine firm - paragraph 11 -
- v. the same ideas - paragraph 12 -

(05 marks)

Question No. 09

What do the following words mean in the context?

- i. **business acumen** - paragraph 3 -
- ii. **caught up in** - paragraph 4 -
- iii. **prime tasks** - paragraph 7 -
- iv. **democratized** - paragraph 7 -
- v. **execute ideas,** - paragraph 12 -

(05 marks)

(Total 30 Marks)