



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 A)
END SEMESTER EXAMINATION – FEBRUARY 2016

BCM 10125 Business Communication I

Date : 17th February 2016
Time : 9.00 a.m. – 11.30 a.m.
Duration : Two and a 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 question paper.
- Answer **ALL** questions in this paper itself.
- This paper consists of four sections (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.

Section A: Vocabulary and Grammar

Question No. 01

Match the verbs (i-vi) with the most suitable noun / noun phrases (a-f). Write the appropriate number of the verb next to the nouns / noun phrases. One number should be used only once. The first (i) is an example.

Verb	Noun / Noun Phrase	
i. Play	a. accounting , billing activities	
ii. analyze	b. financial goals	
iii. streamline	c. fraud	
iv. develop	d. critical leadership role	i
v. determine	e. data	
vi. detect	f. eligibility	

(10 Marks)

Question No. 02

You are interviewing the chairman of a large business establishment. Rewrite the questions using the words given below them.

E.g.: What are the future prospects of your subsidiaries?

Could you please tell me

Answer : *Could you please tell me what the future prospects of your subsidiaries are?*

i. What are your main products and services?

We would like to know

Answer:
.....

ii. How many awards has your organization received this year?

Could you tell us

Answer:

.....

iii. Do you have any linkages with the agricultural sector?

Please tell us.....

Answer:

.....

iv. At which stage do you train your new recruits?

Our viewers would like to know.....

Answer:

.....

v. Who has been your inspiration as far as this venture is concerned?

Can you tell us

Answer:

.....

(10 Marks)

(Total 20 Marks)

Section B: Communicating in a work environment

Question No. 03

You are a junior executive in Britext Ltd. The company Cool Air Ltd installed two air conditioners in your office in November 2015 and within two months one of the machines has developed trouble and is not working properly. The machine does not maintain the temperature that is set. In addition, after a few hours of running, it makes a loud noise.

Write a letter to the Manager, Customer Care, Cool Air Ltd, 453, Galle Road, Colombo 5 reporting this matter. In your letter include the following:

- a. Model number of machine – JCDM 620 780 132
- b. Request the services of a technician to repair the machine
- c. Ask for a replacement if the technician is unable to correct the fault
- d. Inform the suppliers that you store sensitive equipment in your office and request their urgent attention.

Write the letter using **Full Block style**. Word limit- about **150** words

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(20 Marks)

Question No. 04

You and your colleague are discussing the impact of technology on the accounting field. Write a short conversation discussing the advantages and disadvantages of using technological innovations in accounting.

Use at least 3 contrast markers in the conversation. Word limit –**125- 150**

Colleague : Sumith, have you thought about the impact of modern technology in our field?

You : Well, yes. Especially after the training we had on the new accounting package. Technology has made reporting easier and faster.

Colleague:.....

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You:.....

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Colleague:.....

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You:.....

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Colleague:.....

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You:.....

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Colleague:.....

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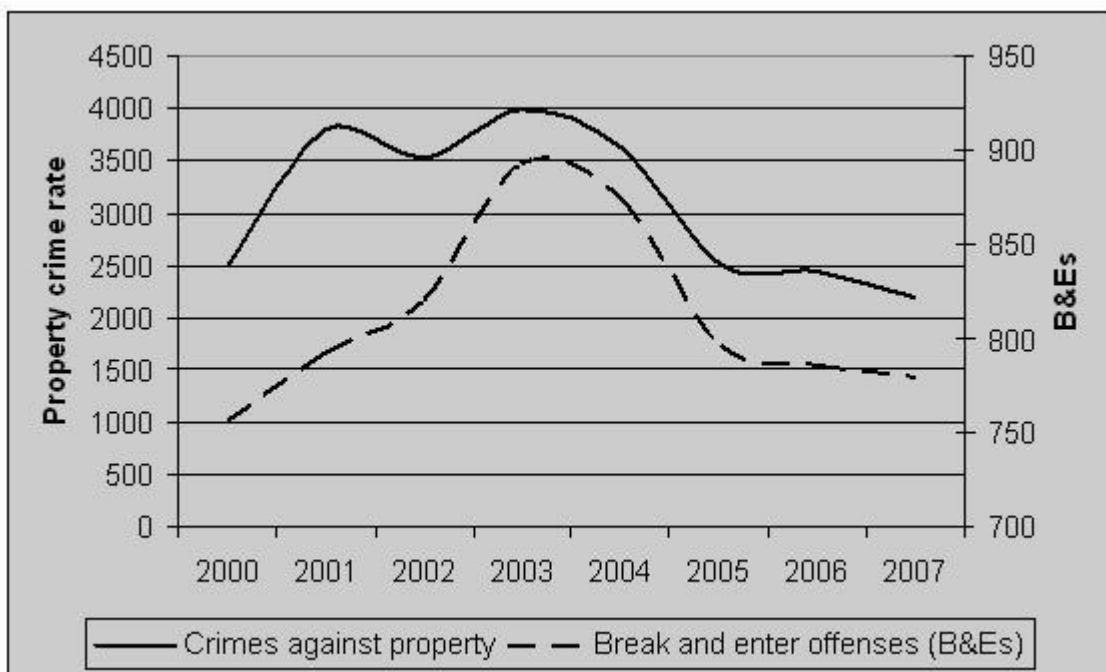
(15 Marks)

Presenting Statistical Data – graphs and charts

Question No. 05

Study the graph given below. The number of offenders per 100,000 population is indicated in **Property Crimes rate** and **Break and Enter rates** for the given years. [2000 -2007]

Write a brief report describing the changes in the two crime rates. Describe only the salient features. [Word limit **150 - 200** words]



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(10 Marks)

(Total 45 Marks)

Section C: Listening

Question No. 06

You are going to listen to a conversation between Stanley and Robert 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. Stanley is from Canada. | [] |
| ii. Robert was in Canada on business. | [] |
| iii. Stanley is in the accounting field. | [] |
| iv. Both men feel bored in their jobs. | [] |
| v. There are 13 workers in Stanley's smallish office. | [] |

[Source of recording: Market Leader]

(Total 15 Marks)

Section D: Reading for academic and professional purposes

Read the following article and answer the questions given below.

Women in Business School: More Female MBAs Turning To Entrepreneurship

1. More women business school applicants are seeking to become entrepreneurs, according to the results of an MBA applicant survey by AIGAC, the global network of admissions consultants.
2. As women strive for gender diversity in the workplace more are leaving the corporate world to launch **their** own ventures — offering flexibility and control over earnings.
3. More than 9 million women-owned businesses operated in the US in 2014, up from 8.6 million on the year before, according to a report commissioned by American Express. But **these ventures** account for just 28.7% of all businesses in the US, according to the latest Census Bureau statistics.
4. Yet, as companies struggle to increase gender diversity, businesses are losing female talent to entrepreneurship, according to research by Catalyst, a non-profit women's advocacy group.
5. Professor Ginny Gibson, deputy dean at the UK's Henley Business School highlights the gender pay difference as a contributing factor. "This may explain the increase in women leaving the corporate market to enter self-employment, providing greater flexibility and control over their earning power," she says.
6. A lack of role models at the top is widely believed to be a problem in closing the gender gap. "We need more women role models in business, who can motivate and inspire others," says Dr Dianne Bevelander, director of the Erasmus Centre for Women and Organisations at Rotterdam School of Management
7. Yet companies have invested heavily in increasing their numbers of female senior managers. "There's a lot of progress that has been made and companies are trying to make policies that are supportive of women," says Elissa Ellis-Sangster, executive director at Forté Foundation, an organization which promotes women's business careers.
8. Dr Muhammad Azam Roomi, senior lecturer in entrepreneurship at Cranfield School of Management, says women's professional networks act as a source of referrals and marketing for entrepreneurs. "**These networks** help them in finding customers and act as an excellent word of mouth promotional strategy, saving advertisement costs," **he** says.

9. But access to venture capital for female entrepreneurs remains a hurdle. Just 2.7% of all the venture capital finance raised in the US between 2011 and 2013 went to companies led by women, according to a study by Babson College, **a US business school** that specialises in entrepreneurial training.

[Adapted from an article by Seb Murray / MBA Careers / Tuesday 16th June 2015 23:27:00 GMT]

Question No. 07

- i. Would you agree with the statement that ‘More women reading for a degree in business are trying to enter the corporate market.’? Quote a sentence from the article to support your answer.

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(02 Marks)

- ii. Would you agree with the statement that ‘Business ventures by women account for only a little over a quarter of all business ventures in the US.’? Quote a sentence from the article to support your answer.

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(02 Marks)

- iii. Why are women opting for entrepreneurship? Give two reasons.

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(02 Marks)

iv. How are the companies trying to increase the number of female workers at managerial levels? Mention two points. Answer in your own words.

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(02 Marks)

v. What part do women’s professional networks play in helping women entrepreneurs? Mention two points.

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(01 Mark)

vi. What are the chances of women entrepreneurs obtaining venture capital? Select one of the following. **Mark x** in the space provided. Good..... Poor.....

(½ Mark)

vii. Quote information from the article to support your answer.

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(½ Mark)

(10 Marks)

Question No. 08

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

- | | | |
|-------------------------|---|---------------------|
| i. their | — | paragraph 2 - |
| ii. these ventures | — | paragraph 3 - |
| iii. these networks | — | paragraph 8 - |
| iv. he | — | paragraph 8 - |
| v. a US business school | — | paragraph 9 - |

(05 Marks)

Question No. 09

What do the following words mean in the context?

- i. launch - paragraph 2 -
- ii. operated - paragraph 3 -
- iii. flexibility - paragraph 5 -
- iv. lack - paragraph 6 -
- v. promotional strategy - paragraph 8 -

(05 Marks)

(Total 20 Marks)