

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

YEAR I SEMESTER I (INTAKE VI – GROUP A)
END SEMESTER EXAMINATION – AUGUST 2016

BCM 10125 Business Communication I

Date : 05th August 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

Read the article below about e-business. Choose the best word to fill each gap from a, b, c or d given below. For each gap 1-5 underline one letter. [a, b, c or d].

E-business: backing for internet standards

On September 20 three major internet companies announced backing for an Internet based directory that would help businesses locate each other and engage in e- business.

Named Universal Description and Integration [UDDI], it is based on fundamental Internet standards. The companies said they would (1).....it as an open industry standard.

UDDI should help (2).....problems encountered by business-to-business online (3)..... . Currently, there are many different ways for companies to list their products and services online, which can lead to problems because of (4).....approaches.

As large business-to-business online marketplaces begin operating, agreeing on a single directory standard would help (5).....the IT systems of companies for more than efficient business transaction processing. UDDI also received the support of a large number of smaller companies.

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|--------------------|---------------|-----------------|--------------|
| 1. a. give | b. offer | c. download | d. save |
| 2. a. deal | b. solve | c. ignore | d. deflect |
| 3. a. transactions | b. money | c. exports | d. economics |
| 4. a. erroneous | b. restricted | c. incompatible | d. faulty |
| 5. a. unite | b. integrate | c. conform | d. merge |

(10 Marks)

Question No. 02

Complete the following letter by filling in the blanks with the **correct form** of the words given in brackets.

We are writing in (1)..... [connect] with the Delux Cool and Heat 4000 air-conditioning system we (2)..... [purchase] on 15 November and which was installed by one of your engineers two days later.

Yesterday evening, one of the indoor units caught fire. The fire spread (3)..... [quick] causing extensive damage to one of our offices.

Although the surveyors have not produced their final report yet, they (4)..... [seem] positive that the fire was caused by a (5).....[fault] component rather than(6).....[careless] installation. In our (7)..... [interesting] as well as yours, our company (8) [recommend] that you have all indoor units in that series (9)[thorough] inspected, starting with ours.

We would also be grateful if you could supply a (10)..... [replace] unit as soon as possible.

(10 Marks)

(Total 20 Marks)

Section B: Communicating in a work environment

Question No. 03

You wish to purchase some furniture for your office. Write a letter to the Manager / Sales, Furni-Smart, 670, Hospital Road, Colombo.10. Your letter should include the following.

Furniture required:

Computer tables -02

Computer chairs -02

Executive table and chair -01

Coffee table-01

Inquire about

- a. the colours of computer tables and chairs
- b. the prices of items required
- c. the guarantee period
- d. free delivery

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

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[illegible]

(20 Marks)

Question No. 04

Write a telephone conversation between a caller and the receptionist at Marine Resort, a budget tourist accommodation. The caller makes inquiries about:

- a. availability of family rooms for a couple and a child under five years.
- b. the charges for rooms with air-conditioning.
- c. discount offered

Information provided by the receptionist

- a. Family rooms available – require reservation in advance
- b. Rs. 4500.00 per day
- c. 10 % discount if all meals are ordered in hotel

R= Receptionist C= Caller

Receptionist: Good morning , Marine Resort. How may I help you?

Caller: Good morning

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R:

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C:

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R:

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C:

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R:

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C:

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R:

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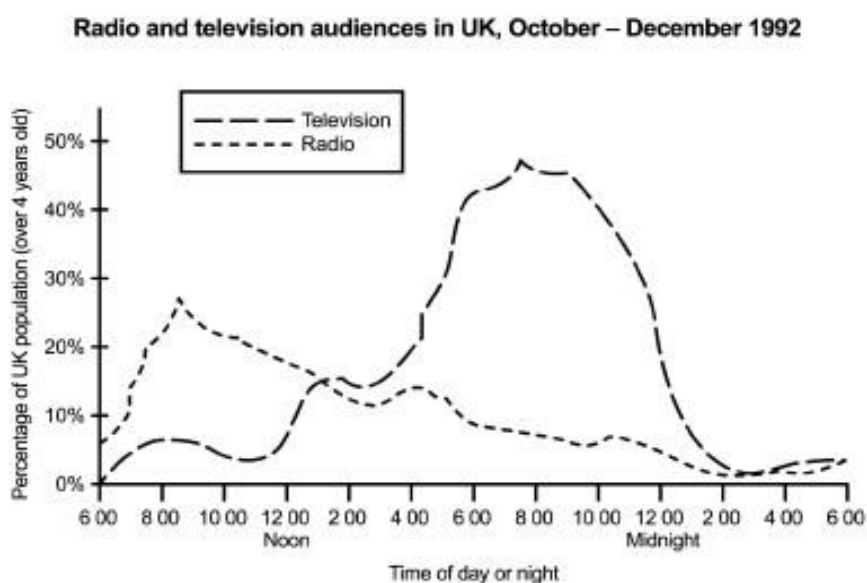
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(15 Marks)

Presenting Statistical Data – graphs and charts

Question No. 05

Study the graph given below which shows the radio and television audiences throughout the day in 1992 in the UK. Write a brief report comparing the changes [Word limit 120-140].



[Source –IELTS Practice Material]

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(10 Marks)

(Total 45 Marks)

Section C: Listening

Question No. 06

You are going to listen to a conversation between Paul Whitby and Rosalia Valdesi regarding a job vacancy.

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.**

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|--|-----------|
| i. Rosalia Valdesi works for a recruitment agency. | [] |
| ii. Rosalia is looking for a high position. | [] |
| iii. Rosalia agrees to meet Paul. | [] |
| iv. Rosalia is not thinking of leaving her company. | [] |
| v. Paul wants Rosalia to suggest someone for the position. | [] |

[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.

Crowdsourcing to Get Ideas, and Perhaps Save Money

[By CONSTANCE GUSTKE MAY 11, 2016]

[1] Some of the best business ideas are inspired by others, or so the wisdom of the crowd goes. That is leading more entrepreneurs to tap into other people's brains — rather than just their pocketbooks — to test new products, set pricing and bring ideas to market faster.

[2] Lee Mayer discovered the benefits of crowdsourcing after she had moved to a new home in Denver from New York City and struggled for three months to find an interior decorator who would work within her budget. Then, she met a decorator who wasn't **booking enough business**. And with that, an online interior design site called Havenly — offering services that were affordable for everyone — was born.

[3] However, before Ms. Mayer took any steps to set up the company, she turned to the crowd for advice, sending out thousands of survey forms to answer one **crucial** question: Would people pay for this decorating service? Before quitting her job as a business strategist and spending thousands on a new venture, Ms. Mayer wanted some sign that the venture would succeed. "You want to make sure other people believe what you believe," said Ms. Mayer, who has an M.B.A. from Harvard and has worked as a consultant. "That takes some risk out of it."

[4] Ms. Mayer, now chief executive of Havenly, has been turning to the masses for answers ever since, including testing her pricing, products and website design. The interior decorator who didn't have enough clients is now her design director. Development is costly, reasoned Ms. Mayer, who even learned coding to start the site, so it's important to make choices that are as right as possible. "Crowdsourcing is fast, cheap and scruffy," she said, "especially when you need to move quickly."

[5] While well-established crowdfunding sites like Kickstarter and Indiegogo dip into people's pockets, crowdsourcing taps into their brains. Experts say that turning to the masses can even **yield sharper answers** than other methods.

[6] "Crowdsourcing has replaced focus groups," said Chris Hicken, president of User Testing, a company based in Mountain View, Calif., that specializes in sifting through the ideas of crowds on behalf of online businesses. "**It's** faster and a lot cheaper. Innovation is going so fast that we need faster answers." UserTesting, for instance, helped Speak, a conference calling service, adjust its web design to make **it** more understandable. As a result, registrations jumped 60 percent, according to Speak. Mayer herself turned to UserTesting, which offers access to more than a million users, for ideas on Havenly's site design. Based on the feedback, one of the things she added was a budget calculator.

[7] Harnessing the brain power of outside consultants and focus groups can be costly and time-consuming. But crowdsourcing gives companies a bigger toolbox. Companies can both test new products and develop customer loyalty, Ms. Gerber said.

[8] Speed is a crucial ingredient for success these days, researchers have found. Getting early input from consumers helps companies **switch gears faster** and more cheaply, on products destined to fail, according to a Boston Consulting Group survey last year. "It's harder to stay ahead these days," said Rob Hoehn, chief executive of IdeaScale. "Small businesses with no R. & D. departments have the crowd." His company, which is based in Berkeley, Calif., offers software that help companies run crowdsourcing campaigns. **The firm**, which started in the co-founder's garage, is seven years old and has 25 employees.

[9] Ms. Mayer has turned to crowdsourcing repeatedly over the last two years. One of Havenly's web features is a style survey, using crowdsourced data that walks customers through a fun, quick questionnaire that helps define **their** tastes. Havenly also crowdsourced the prices for its services. A \$79 price seemed to be **ideal** for a "mini-design" of one room, based on surveying of users and non-users alike.

[10] Crowdsourcing does have its risks, however. For example, trade secrets may be inadvertently revealed, said Ms. Gerber of Northwestern. To guard against that, entrepreneurs can survey small bites of information rather than reveal their entire strategies.

- i. According to the information in the first paragraph, for what purposes do entrepreneurs use crowdsourcing? Mention three (03).

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(03 Marks)

- ii. What information do paragraphs 3 and 4 give about Lee Mayer's employment? Mention three facts.

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(03 Marks)

- iii. What advantages does crowdsourcing have over hiring consultants or focus groups? Mention three.

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(03 Marks)

- iv. 'Business establishments have benefitted by turning to crowdsourcing'.

Would you agree with this statement?

(01 Mark)

Give one example from the passage to support your answer.

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(01 Mark)

- v. What could be a disadvantage of crowdsourcing?

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How could entrepreneurs overcome this?

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(04 Marks)

Question No. 08

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

- i. **the venture** - paragraph 3 -
- ii. **it's** - paragraph 6 -
- iii. **it** - paragraph 6 -
- iv. **the firm** - paragraph 8 -
- v. **their** - paragraph 9 -

(05 Marks)

Question No. 09

What do the following words mean in the context?

- i. **booking enough business** -paragraph 2 -
- ii. **crucial** -paragraph 3 -
- iii. **yield sharper answers** -paragraph 5 -
- iv. **switch gears faster** -paragraph 8 -
- v. **ideal** -paragraph 9 -

(05 Marks)

(Total 25 Marks)