

No. of Pages - 12

No of Questions - 09

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

**YEAR I SEMESTER I (INTAKE VI – GROUP B)**  
**END SEMESTER EXAMINATION – SEPTEMBER 2016**

**BCM 10125 Business Communication I**

Date : 17th September 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 following passage and fill each gap (1-8) with the best word from (a, b, c, or d).  
Underline the correct word.

To create the right marketing (1)....., businesses have to meet a number of conditions.

First of all, the product has to have the right (2) ..... . For example, it must look good and work well. Secondly, the (3) ..... must be right. If you hope to make a good profit, you want consumers to buy in large numbers.

Then, the goods must be in the right place at the right time, so you have to make sure that the goods arrive when and where they are wanted. To this end, accessing the right (4) .....channel is crucial.

Finally, the (5).....group needs to be made aware of the existence and availability of the product through (6) ..... . So, you need to decide where and when you can get across your marketing messages to your target market. Besides, you also need to ask yourself how you will reach your (7)..... . For example, you can get your marketing (8) .....across by advertising in the press, on TV, on the internet or billboards.

- |    |                 |             |              |                  |
|----|-----------------|-------------|--------------|------------------|
| 1. | a. strategy     | b. plan     | c. mix       | d. profile       |
| 2. | a. portfolio    | b. features | c. extension | d. base          |
| 3. | a. retail       | b. identity | c. wholesale | d. price         |
| 4. | a. distribution | b. exporter | c. survey    | d. focus         |
| 5. | a. USP          | b. target   | c. promotion | d. wholesaler    |
| 6. | a. discount     | b. sample   | c. SWOT      | d. questionnaire |
| 7. | a. profile      | b. audience | c. strategy  | d. retailer      |
| 8. | a. plans        | b. offers   | c. samples   | d. messages      |

(10 Marks)

## **Question No. 02**

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

### **800 Job Cuts in Thailand**

By REUTERS JULY 6, 2016, 7:21 A.M. E.D.T.

BANGKOK — Toyota Motor Corp's Thai unit has launched a voluntary [1]..... (redundant) program aimed at cutting around 800 subcontractors in Thailand due to economic problems in the southeast Asian country and abroad.

Thailand's [2]..... (economy) slowdown, along with uncertainty over the global economy, have affected both the domestic automotive industry and exports since the beginning of the year, it said in a statement. That has caused a [3] ..... (reduce) in production volume, overtime hours and monthly income offered to employees, it said.

The company has offered this package to around 800 subcontractors but more workers have applied for the scheme, Phuphal Samata, the president of Toyota Thailand Worker's Union, told Reuters.

"There isn't overtime payment anymore, so many subcontractors may want to find other work and take this [4] ..... (compensate) package," he said. Toyota commands about a third of the local auto market and has 18,000 workers in Thailand, 40 percent of whom are subcontractors, he said.

Thailand is a regional production and export hub for the world's top carmakers. The sector accounts for around 10 percent of the country's gross domestic product. Domestic auto sales have declined almost every month on a [5] ..... (year) basis since May 2013 following the ending of a government car subsidy scheme in 2012.

(10 Marks)

**(Total 20 Marks)**

## Section B: Communicating in a work environment

### Question No. 03

You are Manager-Training of your company where the staff are trained on a regular basis. You wish to send two categories of employees on training to a language institute on Saturdays to improve their proficiency in English. There is provision for the employees to be trained over a six month period.

Write a letter of inquiry to the Assistant Manager, Corporate Training of Global Training, 40, Galle Road, Colombo 4, and find out the following information.

- a. Courses available on - business correspondence, speaking skills, Business etiquette
- b. Course fee
- c. Times of programmes
- d. Discounts for group registrations
- e. Examination fee

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

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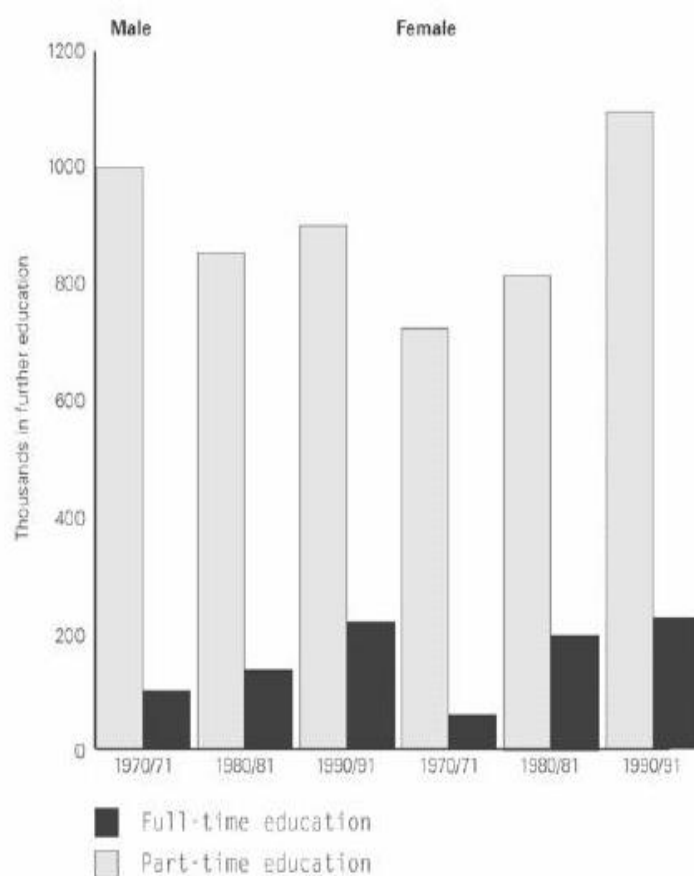
[illegible]

(20 Marks)

### **Question No. 04**

The chart below shows the number of men and women in further education in Britain in three periods and whether they were studying fulltime or part time.

Summarise the information by selecting and reporting the main features, and make comparison where relevant (word limit 120 – 140 words).



[Source –IELTS Practice Material]

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This image shows a full page of white paper with horizontal dashed lines, typical of primary school handwriting practice paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

(10 Marks)

**Question No. 05**

You are facing an interview for recruitment. The members of the interview board ask you some questions. Answer the questions clearly and briefly.

BM – Board Member

Y – You

Board member: Good afternoon, please sit down.

You: Good afternoon, thank you.

BM: Could you tell us how you handle stress and pressure?

Y:.....  
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BM: What is the one thing about you that you would like to improve?

Y:.....  
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BM: What unique skills and talents do you bring to this position?

Y:.....  
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BM: Would you be willing to work over-time?

Y:.....  
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BM: What type of work environment do you like best?

Y:.....  
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(15 Marks)

(Total 45 Marks)

### Section C: Listening

#### Question No. 06

Listen to a presentation on e-mail etiquette.

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 recording will be played twice.**

- i. E-mail etiquette is also referred to as 'Netiquette' . [      ]
- ii. Both e-mails and traditional mails require that we use accurate language. [      ]
- iii. An e-mail should include more than one topic. [      ]
- iv. A user can send unlimited number of very big attachments with an e-mail. [      ]
- v. According to the presenter, many users of e-mails exclude their names. [      ]

[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.

#### **Today's workers aim for many jobs in a short spell**

[1] Young Sri Lankans regularly changing jobs is one of the biggest dilemmas faced by CEOs and heads of organisations in sustaining an organisation with the best of talent. Today's youngsters who look for jobs after A/L or university graduation often are disinclined to be attached to one organisation for a **long spell**. The Business Times raised these issues on this particular trend with Kamal Abeysinghe, Chairman of EDEX Exhibition, on the sidelines of a media briefing to launch EDEX, in Colombo recently. Since *the exhibition* happens twice a year and brings together school leavers and job seekers looking to start higher education and find jobs, the Business Times asked Mr. Abeysinghe what is on the minds of today's youngsters who **favour** short employment spurts in different organisations.

[2] He said that there is a **transformation** in employee loyalty to one company today which is happening across the globe. "Everyone is looking forward to gain experience in more than one industry which has its own merits. As the more exposure you get in diverse industries and trade sectors, the more you will be enriched. Today technology is cutting across many traditional pathways and boundaries and you need to have an exposure or a grasp of what happens in more than one industry," he added. Looking at the competition among organisations today, your competitor comes from a totally unknown source. . "I don't think the loyalty of an employee will remain in one organisation itself, as it was in the past."

[3] What we need to recognize is the phenomenon of transformation in this direction which will be the trend in the future as we are witnessing it right now," noted Mr. Abeysinghe. He also stressed that Sri Lanka is in a dilemma where there are no assured outcomes in the education system. "Our education system is continuously producing dropouts at O/L, A/L and university graduation; there is something wrong and we have not been able to reform this process. Our system doesn't cater to all potential abilities of people. *This* is one of the strongest and **foremost** root causes for the dilemma that we are in. There should be flexibility offered to anyone who has various talents to unleash the full potential. It is the countries that

have this kind of flexibility in education system that have developed fast like South Korea, Germany, China, Singapore and Thailand.

[4] Today's generation is very tech savvy and innovative in thinking but our education system does not promote or provide a **conducive** environment to unleash this potential." In the Sri Lankan context, Mr. Abeysinghe pointed out, "First and foremost it's parents who restrain the development faculties of a child. When a child tries to climb a chair, tree or a ladder, they say not do that. We have been trained to avoid taking risks starting from the parents, relations, neighbourhood, school and finally to the employer. All the way through we limit their potentialities and abilities. We don't train them to take calculated risks, but to avoid **them** completely. Today **this** is changing drastically and that is why you see that employees don't value or treasure loyalty anymore. **They** want to explore and take risks, which is a good thing," he added.

[5] Also there should be checks and balances which should come from the parents, teachers, employers who need to recognise the strengths and weaknesses too. Speaking of what he called 'selfish' bosses, Mr. Abeysinghe stressed that in Sri Lanka most companies think of training the employees only for themselves. **They** need to understand that as an industry you cannot survive in that fashion today. "We don't have that altruistic kind of attitude among many corporates in Sri Lanka. But certain sectors which have that attitude of developing employee's competencies to make them employable in the industry as a whole grow very well. The ones who are inward looking and selfish oriented, find employees leaving. Also the other side of the threat is from unknown quarters when the whole industry is threatened. Where is the job security? In a way it can be justified that one gains the exposure and experience in multiple industries, so if they lose one job, they have another choice."

[Adapted from the Sunday Times – 04 September 2016]

- i. According to the information in the first paragraph, what is the challenge posed to CEOs today?

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(03 Marks)

- ii. Why does the Chairman of EDEX Exhibition say “I don’t think the loyalty of an employee will remain in one organisation itself, as it was in the past.”?

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(03 Marks)

- iii. In paragraph 3, what problem does Mr Kamal Abeysinghe see in the education system in Sri Lanka? According to him what is the cause of this problem?

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(03 Marks)

- iv. Why does Mr Abeysinghe mention South Korea, Germany, China, Singapore and Thailand?

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(02 Marks)

- v. According to Mr Abeysinghe, why are some companies selfish? What is the consequence of 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 exhibition*** -paragraph 1 - .....
- ii. ***This*** -paragraph 3 - .....
- iii. ***this*** -paragraph 4 - .....
- iv. ***They*** -paragraph 4 - .....
- v. ***They*** -paragraph 5 - .....

(05 Marks)

### **Question No. 09**

What do the following words mean in the context?

- i. **long spell** -paragraph 1 - .....
- ii. **favour** -paragraph 1 - .....
- iii. **transformation** -paragraph 2 - .....
- iv. **foremost** -paragraph 3 - .....
- v. **conductive** -paragraph 4 - .....

(05 Marks)

**(Total 25 Marks)**