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

YEAR I SEMESTER II (INTAKE V – GROUP A)
END SEMESTER EXAMINATION – JULY 2016

BCM 10225 Business Communication II

Date : 03rd August 2016
Time : 9.00 a.m. – 11.30 a.m.
Duration : Two and a half (2 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 parts (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.

Part A: LISTENING

Question No. 01

Listen to a short speech on 'Running' and underline the correct answer to the question, from A, B, C or D.

You will hear the extract twice only.

Running

1. When did the speaker start running as a sport?
 - A. In high school
 - B. In middle school
 - C. Before high school
 - D. In college

2. Why does the speaker say he liked running?
 - A. He had many friends who liked the sport.
 - B. He felt it made him play baseball better.
 - C. He was successful at it.
 - D. His parents encouraged him.

3. Why does the speaker think he did not reach his potential?
 - A. He had to study too much.
 - B. There were not enough races.
 - C. There were no races outside school.
 - D. He had too many injuries.

4. How did the speaker feel about playing baseball?
 - A. He was unhappy about it.
 - B. He felt that he was not good at it.
 - C. It was his dream to play.
 - D. It was once his favorite sport.

(Total 10 Marks)

Part B: SPEECH

Question No. 02

The following conversation took place between a secretary of a company and a caller who wanted some information. Write appropriate questions to the answers provided by either person.

You should write only one grammatically correct and meaningful question for each blank.

Secretary: Hello, Ultimate Computers. May I help you?

Caller: Yes, this is Jack Kordell from Hunter's Office Supplies. May I speak to Elaine Strong, please?

Secretary: I'm sorry, but she's not in right now.

Caller:
.....

Secretary: Uh, yes, she should be here later on this afternoon maybe about 4:30. May I take a message?

Caller: Yes. Ms. Strong sent me a brochure detailing your newest line of laptop computers with a description of other software products, but there wasn't any information about after-sales service.

Secretary:
.....

Caller: Yes, but our fax is being repaired at the moment, and it won't be working until around 2:30. Hum . . . could you try sending that information around 3:30? That should give me time to look over the material before I call Ms. Strong, say, around 5:00.

Secretary:
.....

Caller: Yes. Jack Kordell and the phone number is 560-1287. And the fax number is 560-1288.

Secretary:
.....

Caller: No. It's Kordell with a "K" and two "l's." K-o-r-d-e-l-l."

Secretary: All right, Mr. Kordell. And your phone number is 560-1287, and the fax number is 560-1288. Is that correct?

Caller: Yes it is.

Secretary:
.....

Caller: Okay, that's good. Thank you!

(Total 10 Marks)

Part C: READING

Question No. 03

Read the following passage about 'communication in business' and answer the questions below.

Business talk

a. A vital factor in a company's success is good communication among its employees. According to the book *In Search of Excellence* (Peters and Waterman) excellent companies have a vast network of informal, open communication. Their staff keeps in contact with one another on an informal and formal basis. Management encourages easy and frequent communication.

b. How do you rate communication within your own company? Are you happy with it or do you think it could be improved? Perhaps some of the following factors affecting in-company communication are familiar to you.

Failing to get the message

c. Many managers believe they give clear instructions to their employees. In fact, research has shown that employees very often do not realise they have been told to do something. When managers give instructions they should endeavour to ensure that these have been understood and interpreted correctly.

Breakdown in communication

d. People can have difficulty communicating with other employees of higher job status. This "social distance" may affect how openly employees speak about their work. People of the same rank may talk frankly to one another about how things are going. However, they may be less honest with someone higher up in the hierarchy - for fear of prejudicing their position in the company. For this reason employees often "filter" information. They alter the facts to tell the boss what s/he wants to hear. One way of reducing social distance is to cut down the ways in which employees can indicate higher status. In Japanese companies, for example, it is usual for all staff to wear the same uniform. Many companies have a common dining area for all staff.

The physical element

e. Physical surroundings and distance can affect how well people communicate. The farther away one person is from another, the less often they communicate. Some research has shown that when the distance is more than 10 metres, the probability of communicating at least once a week is only 8%. This compares with 25% for people less than 5 metres apart! The physical layout of an office should therefore be carefully planned. Open-plan offices, for example, are designed to encourage quick and easy communication. Some companies prefer to install escalators, rather than lifts, to increase the chances of employees meeting face-to-face.

Selective perception

f. People perceive things in different ways. The world of a sender of a message is not the same as that of the receiver. Because their knowledge and experience is different, the sender and receiver are always on slightly different wavelengths. So the message may get distorted.

How can good communication be fostered?

g. The most important thing for all managers to remember is that communication is a two-way process. They should encourage their employees to ask questions and to react to what the managers are saying. Feedback is vital. The most useful question a manager can ask is "Did you understand that?"

(<http://www.linguarama.com/ps/business-communication>)

- i. Read the following statements and decide whether they are true or false according to the text above. Circle the correct answer.

1. Having a vast network of informal, open communication is the most important factor for a company's success. T / F
2. Research has shown that employees often misunderstand or misinterpret instructions. T / F
3. 'Social distance' often leads to 'filtering' of information by employees. T / F
4. Wearing a similar uniform contributes to increase the 'social distance' among employees. T / F
5. An employee is more likely to communicate with those stationed close to him in the office. T / F
6. In order to foster good communication, managers must dictate what needs to be done, at all times. T / F

(06 marks)

- ii. Match the following **Main Idea** sentences to the correct paragraph in the article. Write the letter (a- g) of the paragraph in the blank against the main idea (1-5) sentence.

Note: there is one statement that you do not need. Write 'extra statement' against it.

1. Communication in and among all levels of the organization must be truthful.....
2. Identifying the importance of employees' comments is vital.....
3. Explaining and offering solutions give a sense of control to the manager.....
4. What is communicated may not be understood exactly the same way
5. There are several factors that affect internal communication of a company.....

(08 marks)

iii. Write a sentence using the following word to bring out its meaning:

1. endeavour:

.....
.....

2. affect:

.....
.....

3. encourage:

.....
.....

(03 marks)

iv. Evaluate this article in terms of professional written English. Do you think this is a well-written/organised text? Explain by giving examples.

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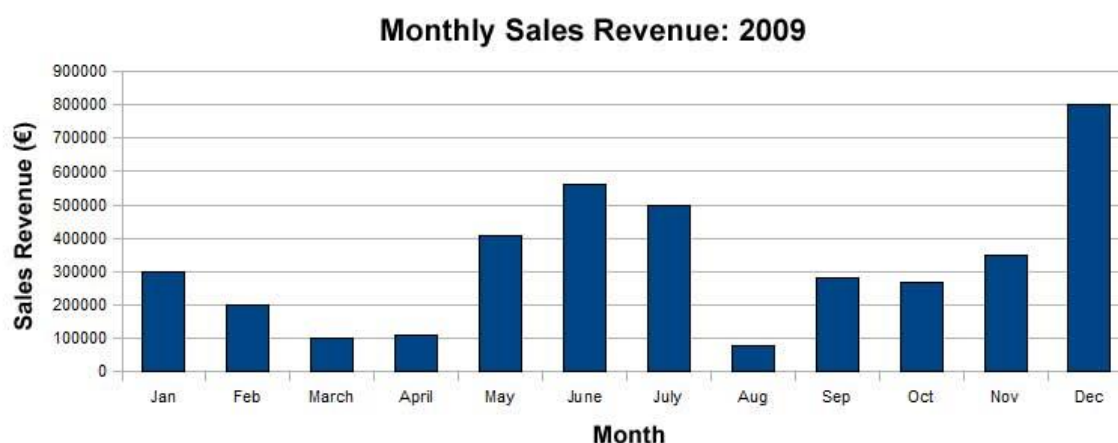
(03 marks)

(Total 20 Marks)

Question No. 04

- i. Read the following Annual Sales Revenue Presentation for a computer company given by the sales director.

Complete the description of the graph by filling in the blanks with the words given in the box.



edged up

improve

drop of

climb

fell by

jump

plummeted by

dipped by

decline

went up

an improvement

rocketed by

Sales Director:

'So now we're going to look at the annual sales figures for last year. As you can see from the chart, in January sales revenue was €300,000. In February it (1).....€100,000 to €200,000. By March there was another (2) €100,000, which is normal for that time of year. But things started to (3)and by April it (4) €10,000. And in May there was a (5) €300,000 to €410,000. A good month.

By June, it (6) €560,000. As we know summer is a slow time for us. So, in July there was a (7) €60,000. But in August it (8) €420,000 to €80,000. By September there was (9)

....., with a (10)..... €200,000. It then (11) €10,000 in October, but then there was a rise to €350,000 in November. But in December, I'm pleased to say that sales revenue (12)..... by €450,000 to €800,000. Overall, I think we've had a good year.'

(12 Marks)

Question No. 05

Look at these descriptions of some graphs. The first sentences contain adjectives and nouns. Complete the second ones using verbs and adverbs.

Example:

There had been a dramatic rise in the Nikkei Index.

The Nikkei Index *rose dramatically*.

1. There was a substantial fall in the NASDAC Index in 1992.

The NASDAC Index _____ in 1992.

2. There was a slight increase in the number of votes received by MP Silva in the late 1991.

The number of votes received _____ in 1991.

3. There was a steady growth in GPD of the country from 1986 to 1988.

GPD of the country _____ from 1996 to 1988.

4. There was a dramatic drop in the imports expenditure of India during 1986 to 1988.

The imports expenditure of India _____ during 1986 to 1988.

(08 marks)

(Total 40 Marks)

Part D: GRAMMAR/WRITING

Question No. 06

A. Select the most appropriate word to complete the sentences.

1. We went out the rain.
 - a. in spite of
 - b. in spite
 - c. despite of

2. She went on working it was raining.
 - a. Although
 - b. in spite
 - c. in spite of

3. She went to work the fact that it was a holiday.
 - a. in spite
 - b. in spite of
 - c. Either could be used here

4. she didn't like the outlet, I enjoyed it very much.
 - a. Although
 - b. Despite
 - c. However

5. I had invited him;, he didn't come.
 - a. although
 - b. despite
 - c. however

6. It was fun, dangerous.
 - a. though
 - b. despite
 - c. in spite of

7. I was late; everybody else was on time.

- a. although
- b. however
- c. in spite of

8. I was late, everybody else was on time.

- a. Although
- b. However
- c. But

9. They managed to do it, I was not there.

- a. although
- b. however
- c. despite

10. I went I had not been invited.

- a. although
- b. however
- c. Either could be used here

(10 marks)

B. There are 10 errors in the memo given below. Write the correction in the space provided below.

Note: the first has been done for you.

MEMO

To: All Officers, Managers and Supervisors

From: Company CEO

Subject: Referral Agent Program

Daemond Ltd. was implementing a new 1. programs for employees in need. The Referral Agent Program is designed to provide the connecting link between people needing assistance and local 2. communities resources.

We have sent Ms. Martha Peterson, Ms. Leila Desmar and Mr. Neil Roberts to a 3. comprehension 16-hour training class, sponsored by United Way. They have gained 4. value information on services that are available for

5. employee who need help. Topics discussed in the 6. trains included substance abuse, child care, domestic violence, children's health insurance and nutrition, eldercare, debt 7. manage, family counseling and more.

RAs help their co-workers take the first step toward changing their 8. life for the better. They work hand in hand with human resources and employee assistance personnel and are taught to respect confidentiality. In return, employers often see 9. most productivity, less absenteeism and better safety and morale.

Your support will be critical to the 10. succession of the program. We encourage you to help market the program and to support the work of our Referral Agents.

Please call me at 553355 if you have questions regarding the program.

- | | |
|------------------------------|---------|
| 1. program | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10..... |

(10 marks)

Question No. 07

Write an essay of **about 300 words** on **one** of the topics given below.

- i. Despite having advance technology, many people, at present, die young due to negative health habits.
- ii. The importance of having effective communication skills in English in your academic life.
- iii. Competitive marketing strategies create negative effects in the society. What are they and how can we tackle them?
- iv. In many fields, having a professional qualification is more important than having an academic one. Discuss.

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(20 Marks)

(Total 40 Marks)