



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 VIII – Group A)
END SEMESTER EXAMINATION – July 2017

BCM 10125 Business Communication I

Date : 19th July 2017
Time : 1.00 p.m. - 3.30 p.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 on Microcredit. Choose the best word to fill in each gap from **a, b, c or d** and underline the correct option.

The term Microcredit is used to describe the extension of small loans to entrepreneurs too poor to qualify for traditional bank loans. It is often associated with the work of Professor Muhmmad Yunus, who has [1] many innovative programmes for the rural poor, several of which have been [2]by the Bangladeshi government.

Although definitions of microcredit [3] from country to country, there are a number of common essential characteristics. First of all, loans are very small in size, and the target users are always very small entrepreneurs and [4] income households. Secondly, funds are used for income [5], enterprise development or community use.

Finally, most [6]and conditions for microcredit loans are [7], easy to understand, and suited to the local conditions of the community.

Microcredit has proved an effective and popular measure in the ongoing struggle against poverty, enabling those without [8] to lending institutions to borrow at bank [9].....and start small businesses.

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|----------------|--------------|---------------|---------------|
| 1. a. invented | b. pioneered | c. opened | d. made |
| 2. a. adopted | b. taken | c. held | d. changed |
| 3. a. differ | b. move | c. adapt | d. rotate |
| 4. a. rate | b. fund | c. money | d. income |
| 5. a. rise | b. increase | c. generation | d. production |
| 6. a. rules | b. contracts | c. terms | d. laws |
| 7. a. flexible | b. positive | c. fixed | d. favourable |
| 8. a. opening | b. access | c. way | d. step |
| 9. a. premiums | b. duties | c. fees | d. rates |

(09 Marks)

Question No. 02

Read the following article. Fill in the blanks by changing the form of the words in brackets appropriately.

South Korea, a haven for business start-ups

Opportunities will be provided for entrepreneurs under the “K – Start-up Grand Challenge competition” of South Korea to [1]..... (displayed) their start-ups to enter the South Korean market in order to expand their [2]..... (reaching) to global customers.

The project is conducted and financed by the Korean government. The global start-up event is [3] (opening) to technology-based start-ups having a prototype or product service catering to [4].....(variety) industries.

Caleb Kyung Hwan Lee, Executive Director of the National IT Industry Promotion Agency (NIPA) Korea told a news conference in Colombo [5].....(recent) that the NIPA this year [6] (expect) 50 selected teams to be [7]..... (invite) to South Korea to participate in an [8] (accelerate) programme where 25 teams will be further selected out of the lot for the final competition.

Last year 2,400 start-ups from 124 countries [9] (join) the programme. He said in recent years a [10](consider) number of major Korean companies have expressed their [11] (willing) to collaborate with foreign start-ups. South Korea is an ideal location for start-ups due to its convenient location in East Asia.

(11 Marks)

(Total 20 Marks)

Section B: Communicating in a work environment

Question No. 03

You are a Junior Executive at Triplex, at 76, Temple Road, Moratuwa. You have been asked by the CEO to inquire about some items of furniture urgently required for your company.

Write a letter of inquiry to Manager / Sales, Smart Furniture, 568, Galle Road, Ratmalana using the information given below.

The layout of the letter should be in **full block**. [Word limit 150-200]

- a. Price and colours available of 02 steel cupboards, 01 coffee table and 01 computer table
- b. Guarantee period
- c. possibility of delivery free of charge

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(20 Marks)

Question No. 04

Imagine that you are preparing for a job interview. The following are some of the questions you anticipate at the interview.

Write the response you would give at the interview.

1. What interests you most regarding this job?

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2. How would you handle work pressure?

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3. What are your strengths?

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4. Are you willing to go where the company sends you?

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5. How will you contribute to this company?

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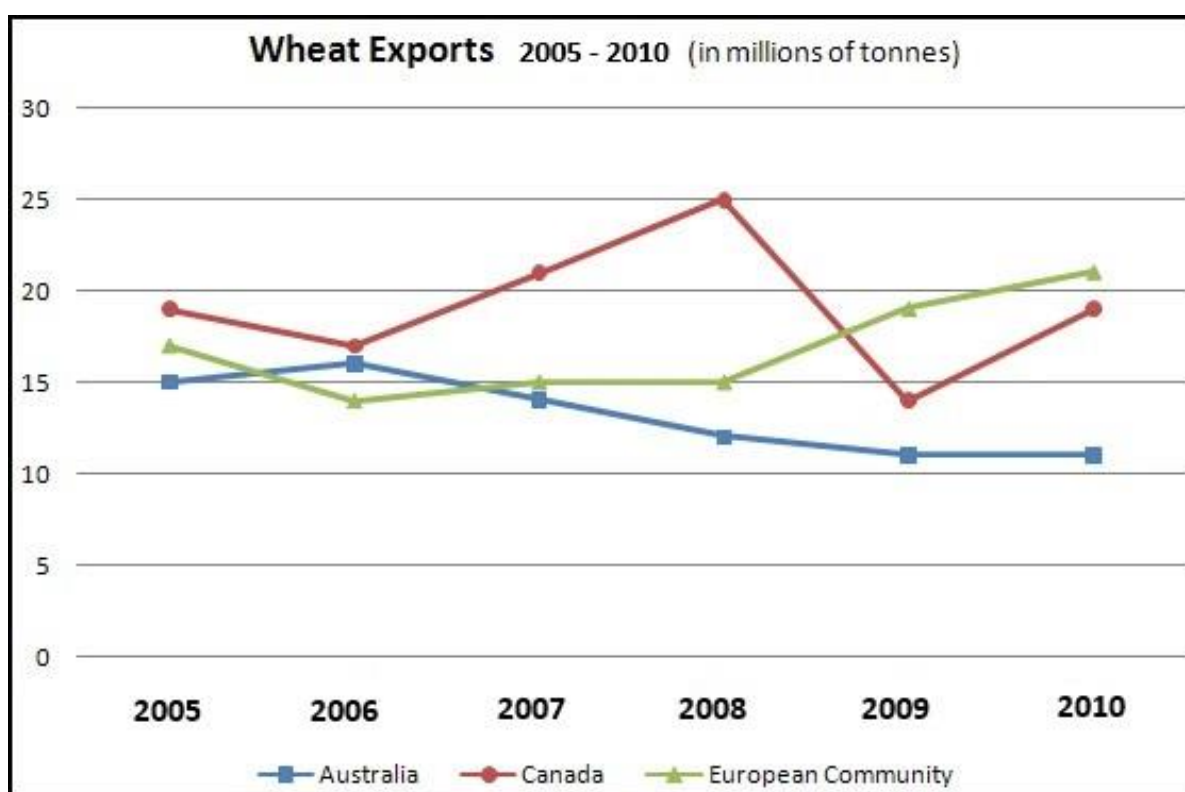
(15 marks)

Presenting Statistical Data – graphs and charts

Question No. 05

The line graph given below shows the quantity of wheat exported by Canada, Australia and the European community between the years 2005 to 2010.

Write a brief report summarizing the information and comparing the changes over the given period. [Word limit **120 - 150** words]



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(10 Marks)

(Total 45 Marks)

Section C: Listening

Question No. 06

You are going to listen to extracts of **four different telephone conversations** where the callers are complaining and the receivers respond to these callers.

While you listen, write **True** if the statements given below match the information in the conversations, and **False** if the statements do not.

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

Conversation 1

- i. The delivery was delayed by nine days. []

Conversation 2

- ii. The receiver, in this call, asks for the reference number of the invoice. []

Conversation 3

- iii. The sales manager had not sent the fax he had promised to send. []
iv. The sales manager will get back to office in the morning. []

Conversation 4

- v. The receiver, in this call, detects the problem with the photocopier. []

(Total 10 Marks)

Section D: Reading for academic and professional purposes

Read the following article and answer the questions 07, 08 and 09 given below.

World Bank stresses urgency in expediting Sri Lanka reforms

[1] Sri Lankan Government-led economic reforms to improve competitiveness, maintain macro-fiscal stability and strengthen institutions are being carried out at snail pace owing to difficulties faced in a complex coalition political environment and institutional constraints on policy implementation. This view has been expressed in the new Sri Lanka Development Update (SLDU) report of the World Bank launched in Colombo on Thursday.

[2] Some of the vital reforms including the enactment of the Inland Revenue Bill, implementing the one-stop-shop for FDI, changes to investment and trade, SOE restructuring such as SriLankan Airlines, drafting of a comprehensive public financial management law, and passing of the Audit Bill were lagging behind, the World Bank report disclosed.

[3] Sri Lanka has been growing but the pace could be faster. Not everyone has benefitted from growth. While adverse weather has curbed growth, many opportunities to grow remain. To be internationally renowned, you need to play on an international platform, Idah Z.Pswarayi- Riddihough, World Bank Country Director for Sri Lanka and Maldives told reporters during the launch of **the report**.

[4] Sri Lanka will need to become competitive beyond its borders and improve its trade potential. It needs to invest in skills development **she** said adding that Sri Lanka has demonstrated it can do all these needed reforms and be a world player.

[5] “While dynamic contributions from construction and financial services sectors are a good sign, Sri Lanka needs to continue to take forward **its** reform agenda if it is to adequately boost revenues and provide its people with more and better jobs,” she pointed out. The country has attracted a much lower volume of FDI than peer economies, said Ralph Van Doorn, **Senior Country Economist** when he presented the SLDU report.

[6] “Sri Lanka has an opportunity to move to new sources of growth and jobs by opening up to trade and diversifying its economy,” he added. **He** emphasised that moving ahead with

measures to increase exports and fiscal revenue should give Sri Lanka the means to improve the lives of the poor and help adjusting the economy.

[7] In addition to building resilience to meet natural disasters, among the report's recommendations, is the need to raise more revenue while controlling current expenditures to bring public debt to a sustainable path.

[8] The island nation gained a few recent landmark achievements, including the passage of the Right to Information Act and the regaining of General System of Preferences Plus (GSP+). The fiscal deficit narrowed to 5.4 per cent of GDP in 2016 from 7.6 per cent in 2015. The real GDP growth for 2016 slowed to 4.4 per cent as sustained drought took a toll on the agriculture sector.

[Adapted from Sunday Times 2 July 2017]

Question No. 07

- i. According to the information in paragraph 1, what are the goals of economic reforms the government has introduced?

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(03 Marks)

- ii. What does the report mention about some of the vital reforms in paragraph 2?

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(01 Mark)

- iii. According to the information in paragraph 3, although Sri Lanka has been growing economically, there are problems. Mention the problems.

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(02 Marks)

- iv. What suggestions are made in paragraph 4 to improve the position of Sri Lanka? Mention 3 points.

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(03 Marks)

- v. What sectors have performed well as stated in paragraph 5?

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(01 Mark)

- vi. In paragraph 7 what recommendations are made?

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(03 Marks)

- vii. Mention 2 landmark achievements given in paragraph 8.

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(02 Marks)

Question No. 08

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

- i. **the report** - paragraph 3 -
- ii. **she** - paragraph 4 -
- iii. **its** - paragraph 5 -
- iv. **Senior Country Economist** - paragraph 5 -
- v. **He** - paragraph 6 -

(05 Marks)

Question No. 09

What do the following words mean in the context?

- i. **at snail pace** - paragraph 1 -
- ii. **implementing** - paragraph 2 -
- iii. **pace** - paragraph 3 -
- iv. **renowned** - paragraph 3 -
- v. **boost revenues** - paragraph 5 -

(05 Marks)

(Total 25 Marks)