



Eastern University, Sri Lanka
Faculty of Commerce and Management
External Degree Programme
First Examination in Bachelor of Business Administration (BBA) 2008/2009/
Bachelor of Business Economics 2009/2010 (June 2013)
Proper/Repeat

EXB/EXE 1043 English for Communication

Index No.:

Time : 03 Hours

Answer all questions on this paper itself.
 Write the answers **neatly** and **clearly**.

01. Rewrite the following active voice sentences into passive voice form. Begin with the word(s) given. Do not change the tense and the corresponding forms of the sentences.

1. Automobile makers do not manufacture cheap models.
 Cheap models
2. Industrial revolution increased productivity.
 Productivity
3. Hourly employees are now receiving benefits such as pension contributions and medical insurance.
 Benefits such as
4. The company has not increased the salary of the mining workers significantly.
 The salary of the mining workers
5. If the electricity charges continue to be increasing, the commercial firms will find alternate power.
 Alternate power

(5X2 Marks)

02. Rearrange the set of words to make meaningful sentences

1. Prince Williams Hospital/ in/ The study / at the / in management practices / involved / changes

2. cannot / the problem of / Technology alone / vehicle pollution / solve

3. before a meal / blood fat / from rising / Taking exercise / prevents / levels

4. groups of / the most severely / Which / affected / intense air pollution / people / are / ? / by

5. would like / With reference to / I / for the / management assistant / your advertisement / to
 apply / appeared / in the Sunday observer / post of / which /

(5X2 Marks)

03. Questions i-v

- Look at questions i-v
- Circle the phrase or sentence that is correct.

- i. It is quicker by air than by sea
- A. You can send a consignment either by sea or by air
 B. It takes long time to send consignment by sea
 C. It takes long time to send consignment by air
- ii. A document which proves that you are insured
- A. Premium
 B. Proposal form
 C. Insurance / policy Form
- iii. A large rise in the price of oil means that most fright rates will go up in the next few weeks
- A. The increase in the price of oil will increase the fright rate
 B. Price of oil will go up
 C. The price of oil will reduce in the next few weeks
- iv. An overdraft is usually cheaper than a loan
- A. So, a loan is cheaper
 B. So, a loan is as expensive as overdraft
 C. So, the interest rate of overdraft is less than that of a loan



v.

You can withdraw money from ATM at your university entrance

- A. Automatic Teller Machine
- B. Automated Teller Machine
- C. Automatic Telling Machine

(5X2 Marks)

(A) Questions i-x

- Read the text below about company pay policy
- Choose the correct word from A or B or C
- For each question, mark one letter A or B or C on your answer sheet

Company pay Policy

Company pay policy should have two main goals. Firstly, the policy should provide (i)..... acceptable level of rewards. This will make it possible (ii) the company to hire and keep employees. Secondly, it should encourage individual employees to seek promotion within the company by (iii) ----- rewards for additional responsibility and improved skills. The aim is to make employees see themselves (iv) part of a team.

Pay policy should therefore be decided at the (v) level in the organization. The Personnel Manager is normally the one (vi) takes the final decision. However, that does not mean that (vii) members of the management team do (viii) have responsibility as well. The issue is (ix)or making sure (x) pay policy is successful

- | | | | |
|-------|-----------|-----------|------------|
| i. | A this | B the | C an |
| ii. | A for | B to | C by |
| iii. | A offer | B offered | C offering |
| iv. | A in | B as | C like |
| v. | A highest | B higher | C highly |
| vi. | A which | B whose | C who |
| vii. | A another | B other | C others |
| viii. | A neither | B never | C not |
| ix. | A too | B so | C such |
| x. | A any | B much | C many |

(10X1 Mark)

05 . This is a letter of application. Lorraine Welder wrote for the job of receptionist. Decide which verb in this list goes in which space in the letter.

apply – can – enclose – gave – go – growing – had – hearing – left – like – look – see – saw – use – worked – would

13, Queen's Crescent
London SW1T 5JJ

Ms. Helen Ferns,
Box 6390,
Evening Star,
64, Fleet Street,
London EC4J 6BB

14th May 2013

Dear Ms Ferns

I your advertisement in the Evening Star and I would like to
for the job of receptionist.

I a full curriculum vitae. As you can I
as receptionist before I children. I can a PMBX switchboard and I
type.

Buffalo Books me a very good reference when I my job. Now
my two children are up and I like to
back to work

I forward to from you.

Yours sincerely

Lorraine Welder

Mrs. Lorraine Welder

(15X 1 Mark)

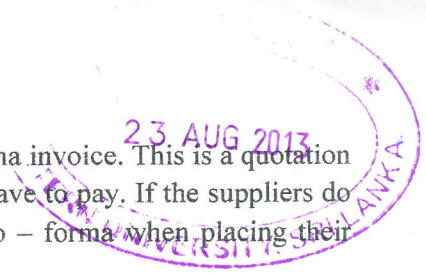
06. Read the following text and answer the questions that follow in complete sentence.

Sales Documentation

When you travel by train, you need a ticket as a proof that you have paid. When you send a consignment of goods by rail or road you also need a receipt to prove the transport company has taken the goods. A consignment note is both a ticket and a receipt. A consignment note for goods sent by air is called an air consignment note or an air way bill. A consignment note for goods sent by sea is a bill of lading. A combined transport document is for goods sent by more than one means of transport.

When companies buy goods, they send an order to the suppliers. If the buyers are regular customers, the suppliers send the goods and then send an invoice. The buyers do not always pay the invoice immediately. Usually the suppliers send a statement at the end of month which shows all the transactions between the suppliers and the buyers in that month. The buyers then pay the amount outstanding on the statement.

Sometimes when the suppliers receive an inquiry, they send a pro – forma invoice. This is a quotation which looks like the final invoice so the buyers know how much they have to pay. If the suppliers do not know the buyers, the buyers might pay in advance against the pro – forma when placing their order.



1. What do you mean by sales document?
2. By what means do business organizations transport goods?
3. Which ones are request for payment?
4. Which ones are a sort of ticket for transporting goods?
5. Which two mean exactly the same thing?
6. Which one is a request for goods?
7. Which ones are receipts for goods?
8. Transworld in Manchester is a regular customer of BOS in London. BOS usually sends goods by train. Which documents will be used when they do business according to the given text?
9. Households Designs in Manchester sent goods to a customer in Liverpool by trailer. This was the first time the customer had bought anything from Household Designs. Which documents do you think were used ?
10. Household Designs sent goods by air to a regular customer in France. Which documents do you think were used according to the given text?

(10 X 1 Mark)

07. Assume that you are a General Manager of Peek Co. LLC. Compose a memorandum inviting your subordinates to a meeting held to discuss how to increase the company's market share.

You can invent necessary information to make the memo perfect and complying with the format.

(10 Marks)

08. Circle the word that does not belong to each horizontal group

- | | | | |
|-----------------|----------|---------------|-------------|
| 1. business | company | society | subsidiary |
| 2. salary | manager | salesman | employee |
| 3. finance | product | research | marketing |
| 4. distributing | selling | assembling | promoting |
| 5. components | tools | hardware | strategy |
| 6. end user | customer | client | distributor |
| 7. promotion | export | pricing | packaging |
| 8. slogan | money | fee | pay |
| 9. research | deal | understanding | agreement |
| 10. service | outlet | branch | premises |

(10X 1 Marks)

09. Assume that you are going to invest a large sum of money in a new business. You intend to attract large number of customers towards your business.

Write a description of what business you are going to start, where, how your products and services are going to differ from other businesses in the area, what facility or facilities you would make available for your customers, etc

Write in about 150 words.

(15 Marks)