

EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT

Year Second Semester Examination in Bachelor of Business Administration / Bachelor of Commerce - 2016/2017 (January 2019)
(Proper)

COM 1042 Business Skills Development

TWO (02) HOURS

To be completed by the candidate:

Examination Index Number:

Instructions to Candidates

1. This paper has **07** questions in **09** pages.
2. **Answer all questions**
3. Write your answers clearly in the spaces provided on the examination paper.
4. This paper should be handed over personally to the supervisor/ invigilator

For Examiner's Use only

Question No Marks

01

02

03

04

05

06

07

Total

Faculty of Commerce and Management

First Year Second Semester Examination in Bachelor of Business Administration / Bachelor of
Commerce - 2016/2017 (January 2019)

(Proper)

COM 1042 Business Skills Development

Answer All Questions.

Time: 02 Hours

Underline the appropriate answer for the following questions from the given choices.

1. _____ is the informal exchange of information or services among individuals, groups, or institutions who have grouped together for some common purpose.
A. Negotiation B. Networking C. Marketing D. Time Management
2. _____ is the way you calculate the total costs of making and selling a product or providing a service.
A. Costing B. Leading C. Marketing D. Planning
3. _____ is having the initiative to do a task or activity without being supervised or being told to do it.
A. Innovation B. Managing C. Planning D. Self-motivation
4. A _____ helps you to make sure your business does not run out of cash at any time.
A. cash flow plan B. marketing plan C. production plan D. sales and cost plan
5. Which one of the following is not a managerial skill?
A. Decision-making skill B. Informational skill C. Interpersonal skill D. Technical skill
6. Using methods and techniques to perform a task and keeping up with the latest technology in your job is called _____ skills.
A. Decisional skills B. Informational skills C. Interpersonal skills D. Technical skills
7. _____ communication refers to the messages that we transmit through the tone, pitch, and pacing of our voices.
A. Nonverbal B. Open C. Paraverbal D. Verbal
8. Outcomes that relate to how well people involved in the negotiations are able to work with one another once the process is concluded is called _____.
A. Ethical goals B. Negotiation goals C. Relationship goals D. Substance goals

(Total: 16 Marks)

- i) Define the term communication.

- ii) The following are some examples of communication barriers that belong to four different types. State the respective type of barriers to each example by putting the correct **numbers** in the

(1: Semantic barriers, 2: Emotional or Psychological barriers, 3: Organizational barriers, 4: Physical barriers)

Barriers	Type
A. Complexity in organizations	
B. Distrust of communication	
C. Faulty translations	
D. Fear of challenge of authority	
E. Lack of attention	
F. Negative attitude of the superior	
G. Organizational rules and regulations	
H. Symbols with different meaning	

- iii) The below-mentioned statements explain the elements in **process of communication**. Fill in the suitable words given below:

(Communication channel, Decoding, Encoding, Feedback, Message, Noise, Receiver, Sender)

- A. The person who initiates the conversation and has conceptualized the idea that he intends to convey it to others: _____
- B. The activity where sender uses certain words or non-verbal methods such as symbols, gestures, etc. to translate the information into a message: _____
- C. Once the above activity is finished, the sender gets the _____ intends to convey.
- D. The medium through which sender wants to convey his message to the recipient: _____

- E. The person for whom the message is intended or targeted: _____.
- F. An activity where the receiver interprets the sender's message and tries to understand it in the best possible manner: _____.
- G. The final step of the process that ensures the receiver has received the message and interpreted it correctly as it was intended by the sender: _____.
- H. The barriers in communications: _____.

(Total: 10 Marks)

Match the below-mentioned sentences with appropriate element of 4 Ps given in the box.

1. How you inform your customers about your products or services and how you attract your customers to buy them
2. What price you are going to charge
3. What products or services you are going to sell to your customers
4. How and where you are going to reach your customers

- | |
|---|
| <p>A. Product</p> <p>B. Price</p> <p>C. Place</p> <p>D. Promotion</p> |
|---|

Assume that you are working in marketing department of ABC Company. You have been asked to create a marketing plan for a new product / service introduced by your company. Therefore, think of a new product / service and create a marketing plan including 4Ps by filling the below-mentioned template.

ABC COMPANY
Marketing Plan

Product	

Price

Place

Promotion

Q4 i) Define the term 'Time Management'.

ii) State three reasons for effective time management.

1. _____
2. _____
3. _____

iii) Costing the time, making activity logs, goal setting, planning, prioritizing and scheduling are some effective time management techniques. Write a short note on **any two** of these techniques.

1. _____

2. _____

(Total: 13 Marks)

Define the terms 'creativity' and 'innovation'.

Creativity: _____ _____ _____
--

Innovation:

ii) State the five types of innovation.

1. _____
2. _____
3. _____
4. _____
5. _____

iii) What are the three basic ingredients to creativity as per Social psychologist, Teresa Amabile

1. _____
2. _____
3. _____

iv) The following are some examples of *blocks to creativity* that belong to three different types. Write the respective type of blocks to each example by putting the correct **numbers** in the boxes.

(1: Mindset blocks to creativity, 2: Personal blocks to creativity, 3: Organizational blocks to creativity)

Blocks to Creativity	Type
A. Fear of failure	
B. Market versus technology orientation	
C. Narrow focus	
D. One-right-answer thinking	
E. Pressure to achieve more with less	
F. Rigid hierarchical structure	

i) What is meant by the terms 'Negotiation' and 'Effective Negotiation'?

Negotiation:

Effective Negotiation:

ii) State four reasons for networking.

1. _____
2. _____
3. _____
4. _____

iii) State three advantages and two disadvantages of networking.

Advantages:

1. _____
2. _____
3. _____

Disadvantages:

1. _____
2. _____

(Total: 11 Marks)

i) What are the two different types of direct costs?

1. _____
2. _____

ii) Deleven Company produces wooden chairs. Material A and Material B is used to produce wooden chair requires 2 units of material A and 3 units of material B. One wooden chair requires one employee and the employee needs 2 hours to produce one chair. Total production hours is 1000 hours per month. The following information is given to you for calculating the product cost:

	Cost (Rs.)
Material A	30 per unit
Material B	20 per unit
Direct labour cost	100 per hour
Rent	5,000 per month
Electricity	4,000 per month
Insurance	3,000 per month

Using the information in the paragraph and the table, find the production cost per one chair. Fill in the below-mentioned templates with necessary information.

PRODUCT COSTING FORM			
for manufacturers			
Product:			
1. Direct Material Cost per Unit			
1	2	3	
Raw material	Buying cost	Quantity per unit	Cost per unit

TOTAL DIRECT MATERIAL COST PER UNIT =

2. Direct Labour Cost per Unit		
1	2	3
Direct labour hours required per unit	Cost per direct labour hour	Total direct labour cost per unit

