

EASTERN UNIVERSITY, SRI LANKA

SECOND YEAR FIRST SEMESTER SPECIAL DEGREE EXAMINATION IN ECONOMICS
2014/2015 (NOVEMBER/DECEMBER, 2016)

ENGLISH FOR ECONOMICS- 1 ECS 2142

Time: 03hours

Index No:

Instructions to the candidates:

1. Answer all the questions on this paper itself.
2. Marks will be deducted for wrong spellings and grammar.
3. Read each question carefully and answer them.
4. This paper consists of 15 pages.
5. Write your Index Number clearly on the space given.

For Examiner's use only

Question Number	Maximum Marks	Marks Obtained
1	25
2	10
3	15
4	15
5	15
6	20
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	100	=====
	=====	=====

Q1: Read the following text and answer the questions that follow:

Are you thinking about starting a business where you sell your products online? If so, then you'll be joining the millions of entrepreneurs who have carved out a niche in the world of e-commerce.

At its core, e-commerce refers to the purchase and sale of goods and/or services via electronic channels such as the Internet. E-commerce was first introduced in the 1960s via an electronic data interchange (EDI) on value-added networks (VANs). The medium grew with the increased availability of Internet access and the advent of popular online sellers in the 1990s and early 2000s. Amazon began operating as a book-shipping business in *Jeff Bezos' garage* in 1995. EBay, which enables consumers to sell to each other online, introduced online auctions in 1995 and exploded with the 1997 *Beanie Babies frenzy*.

Like any digital technology or consumer-based purchasing market, e-commerce has evolved over the years. As mobile devices became more popular, mobile commerce has become its own market. With the rise of sites like *Facebook* and *Pinterest*, social media has become an important driver of e-commerce. As of 2014, *Facebook* drove 85 percent of social media-originating sales on e-commerce platform *Shopify*, according to *Paymill*.

The changing market represents a vast opportunity for businesses to improve their relevance and expand their market in the online world. By 2013, worldwide e-commerce sales reached 1.2 trillion, and U.S. mobile sales reached \$38 billion, according to *Statista*. More than 40 percent of Internet users — 1 billion in total — have purchased goods online. These figures will continue to climb as mobile and Internet use expand both in the U.S. and in developing markets around the world.

Source: <http://www.businessnewsdaily.com/4872-what-is-e-commerce.html#sthash.6jku0HMS.dpuf>

1. Give a suitable title to the text.

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(02 Marks)

2. What is this article about?

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(02 Marks)

3. Summarise the whole text in 30 to 40 words.

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(08 Marks)

4. What do you understand by e-commerce?

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(03 Marks)

5. In which ways do the business transactions occur through e-commerce?

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(03 Marks)

6. What applications are mostly used by the companies for their business prospects?

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(02 Marks)

7. Find similar word from the text to the following description

- a. Person/s engage in his/her own business
- b. A comfortable or suitable position in life or employment
- c. Develop gradually
- d. A person who pays to receive a service.
- e. A thing/equipment made or adapted for a particular purpose

a).....
b).....
c).....
d).....
e).....

(05 Marks)

Q2. Read the sentences given below in the ACTIVE VOICE. Choose the most correct way of saying the same thing in the PASSIVE VOICE

1. They proposed me for the post of treasurer of the student union.

I _____ for the post of Treasurer of the student union .

- (a) was proposed (b) was being proposed (c) am proposed

2. By tomorrow, I will have completed the assignment.

By tomorrow, the assignment _____ by me.

- (a) was being completed (b) will have been completed (c) was completed

3. My professor bought this brand new laptop.

The brand new laptop _____ by my professor.

- (a) was bought (b) will have been bought (c) is bought

4. Most students misunderstand this theory.

This theory _____ by most students.

- (a) was misunderstood (b) has been misunderstood (c) is misunderstood

5. My friend carried the printed material into the room.

The printed material _____ by my friend into the room.

- (a) was being carried (b) has been carried (c) was carried

6. The student is preparing the project report.

The project report _____ by the student.

- (a) is being prepared (b) was being prepared (c) is prepared

7. His supervisor was telling him to edit the thesis.

He _____ to edit the thesis by his supervisor.

- (a) is being told (b) was being told (c) is told

8. An explanation letter saved me.

I _____ by an explanation letter.

- (a) was being saved (b) was saved (c) have been saved

Q4: Using the following phrases construct meaningful sentences:

Marks will not be given for grammatical inaccuracy, wrong spelling and incorrect punctuation marks.

a) Economic research

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b) Annual research forum

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c) Critical thinking

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d) Soft skills development

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e) Data analysis

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f) Market shares

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g) Economic indicators

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h) Inflation level

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i) Foreign direct investment

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j) Import and export

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Marks: 15

Q5: Read the following advertisement and prepare **only a letter of application(cover letter)** for the post advertised.

Vacancy-Office Manager

Take responsibility for the smooth running of our small, dynamic Travel Agency-Global Tours where your professionalism, initiative and office skills will be welcomed. You will have plenty of room to be creative and management is always open to new ideas.

Your full-time role will include providing a full range of office management duties including: day-to-day running of the office

You will have the flexibility to implement new procedures and systems to improve the smooth running of the office.

This is an autonomous role and you need to be comfortable being independent and making decisions. This position will suit you if you have good interpersonal and presentation skills, and office management experience. You need to be self-directed and have organisational and problem-solving skills.

Please submit your resume and cover letter by email:
Recruitment Coordinator,global.tours@gmail.com
For more information:www.globaltours.com.



