EASTERN UNIVERSITY, SRI LANKA

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

ENGLISH FOR ECONOMICS-1 ECS 2142

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structions 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.

or Examiner's use only

Marks Obtained	arks	Iaximum M	I	ımber	Question Nu	
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		100				

Q1: Keau 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 ecommerce.

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 wer the years. As mobile devices became more popular, mobile commerce has become its wn 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-riginating sales on e-commerce platform *Shopify*, according to *Paymill*.

he 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 ercent of Internet users — 1 billion in total — have purchased goods online. These figures ill continue to climb as mobile and Internet use expand both in the U.S. and in developing

arkets around the world.

	Source: http://	www.businessnewsdaily.com/4872-what-is-e-
	1	commerce.html#sthash.6jku0HMS.dpuf
1.	Give a suitable title to the text.	
***		••••••
		(02 Marks)
2.	What is this article about?	

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

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4		(08 Mark
4.	. What do you understand by e-commerce?	2

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		(03Marks
5.	In which ways do the business transactions occur through e-commerce?	
	······	

		(03 Marks
6.	What applications are mostly used by the companies for their business pro-	nenacte?
	TOTAL AND STOCK TO THE STOCK AND	************
		(02 Marks)
7.	Find similar word from the text to the following description	1000
	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)	
	0)	
		(05 Marks)
	· ·	(Com Tiremina)

Total Marks: 25

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

			8
They proposed me	for the post of treasure	r of the studer	nt union.
	for the post of		
was proposed	(b) was being propose	ed (c) a	m proposed
By tomorrow, I wi	ll have completed the as	ssignment.	
- A	, the assignment		hy me
was being comple	ted (b) will have t	seen complete	d (c) was completed
My professor boug	tht this brand new lapto	pp.	
The brand nev	w laptop	by my p	professor.
) was bought	(b) will have been bo	ought (c) is	s bought
	* *		
Most students mis	understand this theory.		
This theory	by n	ost students.	
	d (b) has been m		(c) is misunderstood
,	Section 2 to the section of the sect		C NO. P2 - 40 Per C Market Control Con
My friend carried	the printed material into	the room.	
The printed n	naterial	by my fr	iend into the room.
	(b) has been c		
was some same	(0) 1200		
The student is much	naring the project repor	4	
West and the second sec	paring the project repor		. Î
	eport		
) is being prepared	(b) was being	prepared	(c) is prepared
His supervisor was	s telling him to edit the	thesis.	
Не	to edit the the	esis by his sup	pervisor.
	(b) was being told		
An explanation let	ter saved me.		
I	by an explanat	ion letter.	9
	(b) was saved		ave been saved

9. The researchers have gat	nered the evide	icc.			
The evidence					
a) will have been gathered	(b) wo	ould be gathered	(c)	has been	gathered
10. This research will surpri	56 VOII				
You		earch.			
a) are surprised			(c) will ha	ive been su	ırprised
10 7 - 100 (100 (100 (100 (100 (100 (100 (10	#Note: \$2 00000 Note: \$2000 Decre	•	3 60		Marks: 10
Q3: Fill in the following appersonal details)	oplication form	with necessary	details. (Do not wr	ite your own
Guest Ho	use, Eastern U	niversity, Sri L	anka-Col	ombo	
Appl	ication for Acc	ommodation fo	or Student	<u>s</u>	
1. Full Name:					
2. Name with initials:					
3. Date of Birth:					
4. NIC No/Passport No:	· ·				
5. Student Registration No:					
6. Institution/ University aff	iliated:				
7. Regular contact No:					
8. Emergency Contact: Nam	e and contact n	umber:			
9. Accommodation Type(tie	ck X for the cho	oice only):			
Dormitory: Twin	Sharing:	Single Room:		;	
10. Date/s accommodation r	needed: Days:		From:		То:
11. Purpose of Visit:			9		
12. Supporting document of	proof (Please a	ttach):			
13. Any major illnesses/ me	dical needs:				
14.Payment(Refer Note):					
15. Date:		Signature:			
Note: Do not leave any blanks. Accommodation available Rs.50.00 Twin sharing: F	on first come		sis Rates		

4: U:	sing the following phrases construct meaningful sentences:
arks	will not be given for grammatical inaccuracy, wrong spelling and incorrect
ınctu	ation marks.
a)	Economic research
b)	Annual research forum
iin.	Original shinking
c)	Critical thinking
	*
d)	Soft skills development
e)	Data analysis
f)	Market shares
>	Economic indicators
g)	Economic indicators

h)	Inflation level
i)		Foreign direct investment
j)		Import and export
		Marks: 15
		ad the following advertisement and prepare only a letter of application(cover letter) post advertised.
		cy-Office Manager
Tours	s v	sponsibility for the smooth running of our small, dynamic Travel Agency-Global where your professionalism, initiative and office skills will be welcomed. You will enty of room to be creative and management is always open to new ideas.
Your	fu	all-time role will include providing a full range of office management duties including:

Va

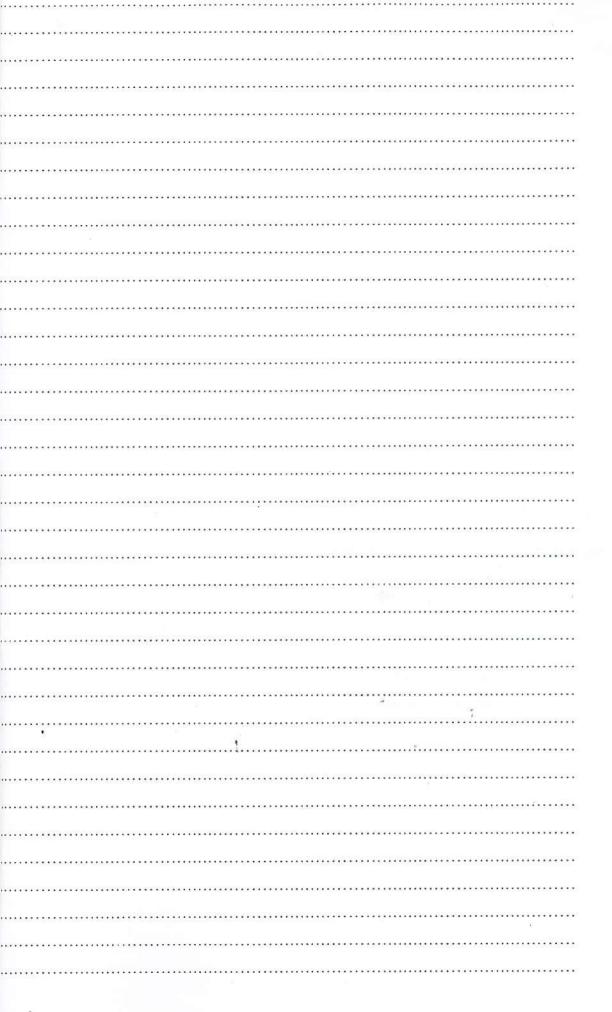
Yo day-to-day running of the office

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.

Words: 150 Marks: 15



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Q6.W	Vrite an essay on any <u>one</u> of the following	
1.	Effects of social networking sites such as Facebook and twitter in a pe	erson's life.
2.	Social harmony among undergraduates at universities in Sri Lanka	
3.	Difficulties of studying Economics as a discipline through mother tor	gue instructions
	such as Tamil and Sinhala at the university	
4.	Benefits of studying economics for a person's life	
Words	s: 225	arks: 20

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