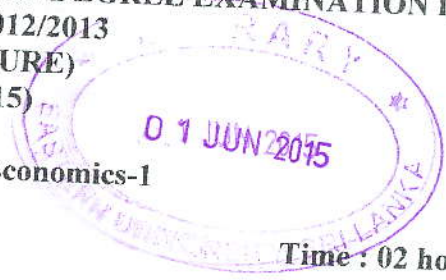


EASTERN UNIVERSITY, SRI LANKA

SECOND YEAR FIRST SEMESTER SPECIAL DEGREE EXAMINATION  
ECONOMICS – 2012/2013  
(ARTS & CULTURE)  
(MARCH 2015)

ECS 2142 English for Economics-1



Time : 02 ho

Index No .....

Answer all the questions and use the space provided on the paper itself.

Note : 5 marks would be allocated for neat hand writing and tidy work.  
: 10 minutes would be used for review and revise your final written work.  
This paper contains 14 pages

For Examiner's use only

Question Number	Marks allocated	Marks Obtained	Time allowed (Minutes)
1	10	.....	10
2	15	.....	20
3	20	.....	25
4	20	.....	25
5	30	.....	30

Examiner's Name : .....

Examiner's Signature : .....

Date : .....



02. Assume that you like to apply for the post advertised. Look at the advertisement below and prepare a CV with a suitable covering letter to be enclosed.

**Sales Consultant - Home Textiles  
Colombo**

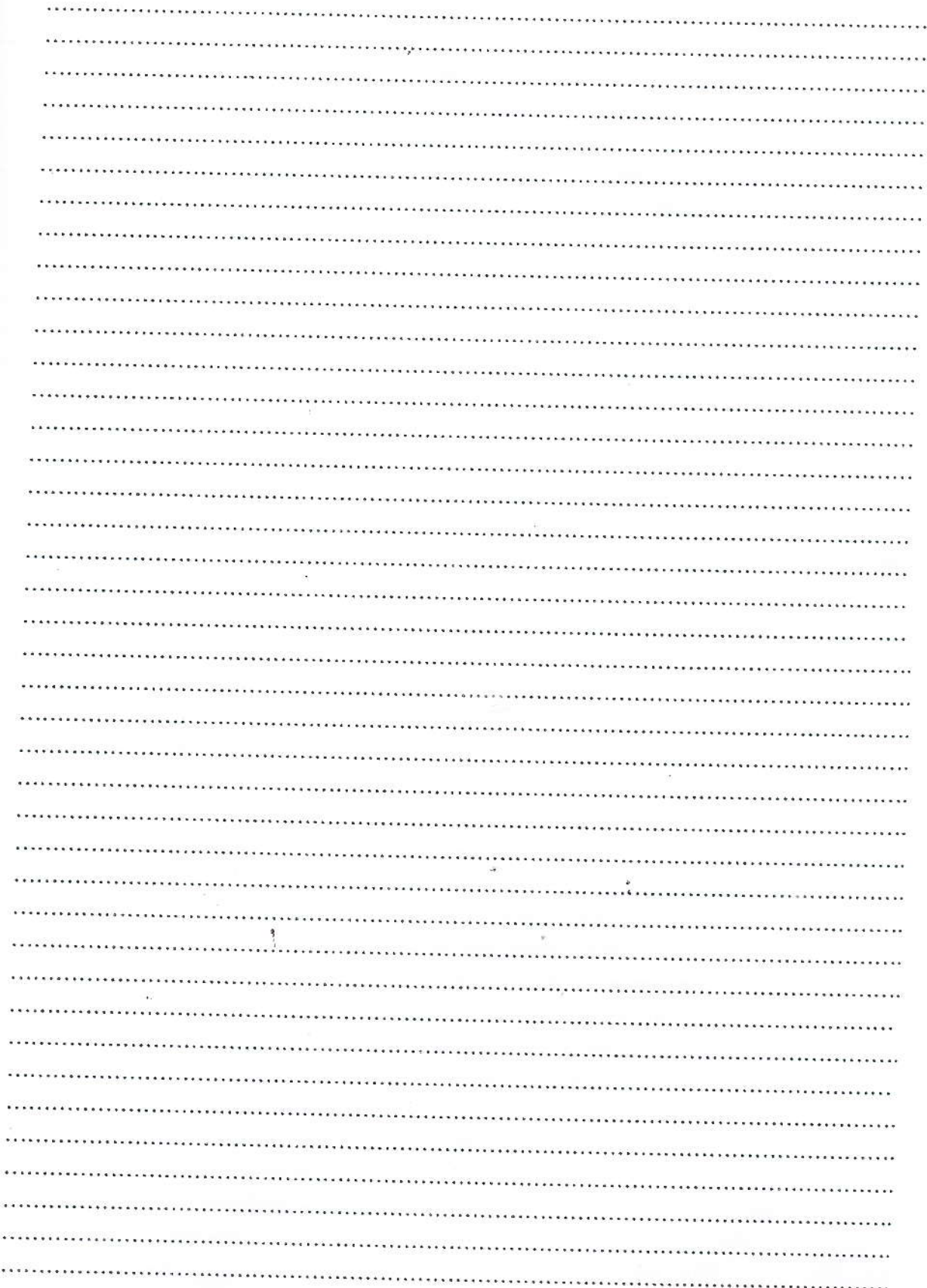
A luxury Home Textile manufacturer of Fabrics and Bed Linen which has a global presence and revenue of over USD 300 million, seeks to appoint a full-time Sales Consultant based in Colombo, for Sri Lanka.

We invite energetic, passionate and committed professionals to be part of our journey. Graduates with a good academic track record, excellent presentation and communication skills, and 10 to 15 years of sales experience in industries like Luxury Hotels, Sanitary-ware, High End Furniture, Furnishings, and Realty would make the grade.

The selected candidate will have the unique opportunity of pioneering the growth of our home furnishing brand in Sri Lanka.

Dedication, Perseverance, Entrepreneurial Ability and Networking Skills with key decision makers would be critical to achieve success through this opportunity.

If you believe you have what it takes, please send your CV to the Manager. Shortlisted candidates will be invited for a discussion in Colombo.



03. Read the text below and answer the questions based on the information provided.

Write full sentences wherever possible when answering questions.

Smart phones are penetrating the mobile hand set market in Sri Lanka in a big way as it has already attracted the IT savvy youth in the island, mobile phone market sources said. Smart phones have an operating system which can run many applications, similar to a small computer, while remaining connected to the Internet compared to feature phones which are now widely used, an official of Samsung disclosed. He said that mobile phone dealers in the island are now offering smart phones at prices ranging from Rs.15,000 bridging the price gap of feature phones. According to Cyber Media Research (CMR's) Sri Lanka Quarterly Mobile Handsets Market Review, 2Q CY 2013, October 2013, Android shipments account for over 96 per cent of smart phone shipments. Samsung is the market leader, followed by Micromax and Zigo Mobile. Over 0.7 million mobile hand sets were sold in Sri Lanka in 2Q (April-June) 2013, according to this report published by IT, Telecoms and Semiconductor and Electronics, Infrastructure and Lifesciences market intelligence and advisory firm Cyber Media Research. In the overall Sri Lanka mobile handsets market, Nokia emerged as the leader with a 30.5 per cent share, followed by Samsung at second position with 19.4 per cent and Micromax at third position with 15.3 per cent, in terms of sales (unit shipments) during 2Q 2013, revealed the research report received by Business Times via email. Commenting on the results, Faisal Kawoosa, Lead Analyst, CMR Telecoms Practice, said, "As the results suggest, there has been a marginal increase in shipments of feature phones in Sri Lanka, while growth in smart phones has been comparatively much higher. Therefore, it becomes imperative for vendors to establish a strong presence in the latter segment." Smartphone sales (shipments) touched 0.12 million units in Sri Lanka during 2Q 2013. Samsung emerged as the leader in the smartphones segment with a 50.0 per cent share in 2Q 2013, followed by Micromax with 9.0 per cent. Zigo Mobile occupied third place with 8.8 per cent share of shipments during the same period. The second quarter of 2013 saw a significant increase in the entry level Android smart phones in the island nation. More and more subscribers are now opting to shift from feature phones to smart phones in the urban areas as 3G coverage increases steadily.

Sri Lanka's mobile industry is one of the most competitive markets in the region with five operators competing for a total addressable population of 21.7 million and the competition among the five operators, Dialog, Mobitel, Etisat, Airtel and Hutch is expected to remain high in years ahead, a senior official of the Telecommunication Regulatory Commission told Business Times.

(i) What is this reading passage about?

.....  
.....

(ii) Who is referred to as "He" in line five?

.....  
.....

(iii) What does "2Q" stand for?

.....  
.....

(iv) In terms of sales in the Sri Lanka market, which mobile handset brand led the way as revealed by the research report?

.....  
.....

(v) Who is Faisal Kawoosa?

.....  
.....

(vi) Why are more people looking for smart phones than feature phones?

.....  
.....

(vii) Who are the operators of mobile industry in Sri Lanka?

.....  
.....

(viii) Give a suitable title to the given text.

.....  
.....

- (ix) Find words from the given text similar in meaning to the following words/phrases.
- a. Gathering of people for sales of provisions : .....
  - b. Physical and organizational Set up for the operation of an enterprise : .....
  - c. People offering something for sale : .....
  - d. People receiving something by paying : .....
  - e. Commercial activity : .....

(25 minutes, 20 Marks)

4. The chart below shows the results of a survey done among participants in Sri Lanka who travelled abroad for the period of five years.

Write a report (in 150 words) describing the information shown below.

**You should not :** repeat the figures given.

For example : The chart shows 6734 people travelled abroad for spending their holidays in 2009.

**You should :** compare and contrast the given data  
 : explain the trend  
 : Write your conclusions and assumptions of trends in the future

Visits abroad by Sri Lankan Residents					
Reasons for Visit	Number of people by year				
	Year 2009	Year 2010	Year 2011	Year 2012	Year 2013
Holidays	6734	5670	7483	8638	9013
Business	1967	1998	2450	2780	3010
Visit to friends and relatives	680	670	1017	2006	2608
Medical	496	416	580	1017	1999
Other reasons	686	617	1015	1026	690

(25 minutes, 20 Marks)

