

EASTERN UNIVERSITY, SRI LANKA

29 MAY 2008

SECOND YEAR SECOND SEMESTER EXAMINATION IN BUSINESS
ADMINISTRATION / COMMERCE 2005/2006
(PROPER & REPEAT) JANUARY - 2008

ENG: 2213 – ENGLISH FOR COMMUNICATION

Index No:-

Time: 03 hours

Answer all questions on this paper itself.

For Examiner's use only

Question Number	Maximum Marks	Marks Obtained
I	10
II	10
III	10
IV	15
V	20
VI	35
Total	<u>100</u>

Examiner's Name :

Examiner's Signature :

Date :

Question: I

Fill in the blanks with suitable words given below.

meeting, co-operation, companies, business,	work relations, telephone, share holders, employees	progressive interviews, business letters,
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- 01. _____ are a very important part of a country's economy.
- 02. A good _____ manner not only makes an impression in business, but it also helps to make money.
- 03. In _____, planning and writing reports are important skills.
- 04. Over two billion _____ are posted daily.
- 05. In very large firms the _____ have very little to do with the day – to – day running of the firm.
- 06. _____ with other people at the place of work include relationships with fellow employees, workers or colleagues.
- 07. In large firms, _____ join a trade union and ask the union to represent them to the management.
- 08. The larger the _____, the longer it may take to reach a decision.
- 09. _____ give the employees a chance to review the work they are doing and to set objectives for the future.
- 10. Diplomacy, friendliness and _____ are important in selling.

[10 marks]

Question: II

Imagine that you are the secretary of an association and going to hold a meeting next month.

Write an agenda for the meeting by filling in the blanks with all the necessary information.

Name of the association :

Address:

Date of meeting: Venue:

Agenda

- 01. Reading of minutes
- 02.
- 03.
- 04.
- 05.
- 06.
- 07.

[10 marks]

Question: III

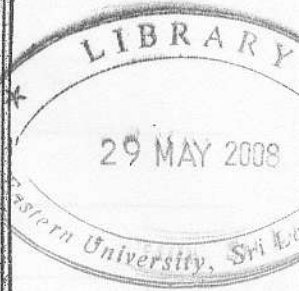
Read the advertisement (Source: Daily News November 22, 2007) carefully and answer the questions on it.

**WANTED AGENTS
FOR YARN & HOSIERY
MARKETING**

We are a leading spinning mill group based at Coimbatore, India with a capacity of 150,000 spindles producing around 70 tons of Melange yarn per day is looking for agents to represent our products in Sri Lanka.

Interested parties with textile background along with good connection in apparel industry in Sri Lanka may send their offer to

**SULOCHANA COTTON SPINNING
MILLS (P) LTD.**
424, Kamraj Road, Tirupur - 641604
Coimbatore District
India
Email: kannan@sulochanamills.in



01. What is the advertisement about?

02. Who is the leading spinning mill group? Where is it based at?

03. What is amount of yarn produced per day?

04. Who can send their offer to act as agents, for the Sulochana (P) Ltd., in Sri Lanka?

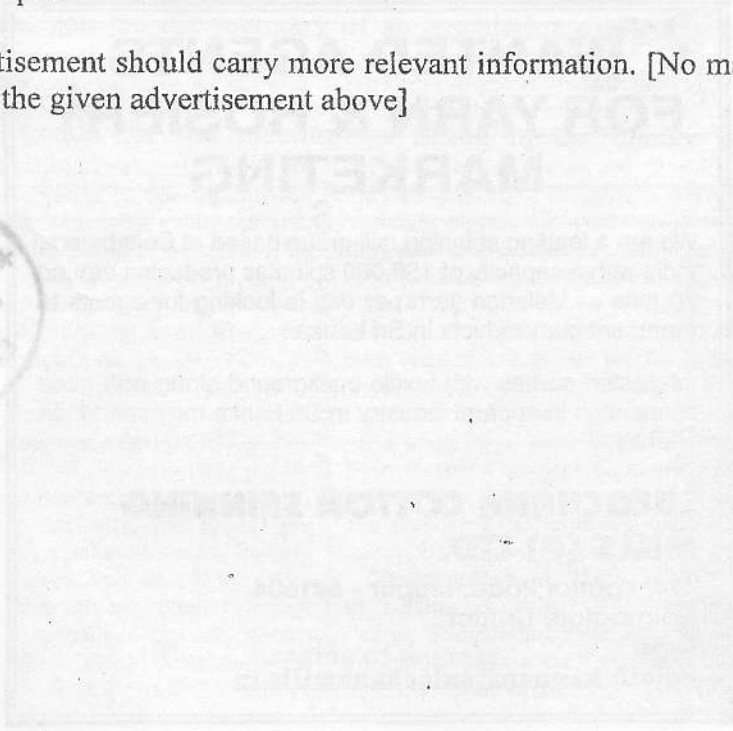
05. Name two ways of contacting the Sulochana (P) Ltd.,

[10 marks]

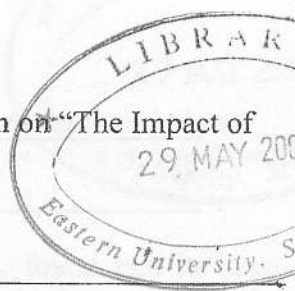
Question: IV

Imagine that you are a manufacturer of confectionaries in Sri Lanka and looking for agents in the Eastern part of Sri Lanka. Prepare an advertisement to be published in a local newspaper.

Your advertisement should carry more relevant information. [No marks will be given for duplicating the given advertisement above]



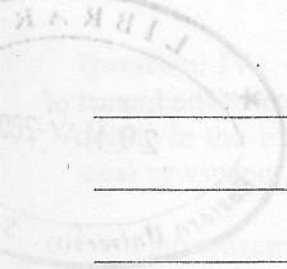
[15 marks]



Question: V

Imagine that you have been invited for a function to deliver a speech on “The Impact of Open Economy Policy in the Sri Lankan Economy”.

Write the speech with relevant information in 150 – 200 words.



Question 4

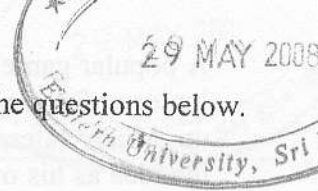
Imagine that you have been invited to a function to deliver a speech. The speech should be in the 500-700 word range. Write the speech with relevant information in 120 - 200 words.

A series of horizontal lines for writing the speech, starting from the top of the page and extending down to just above the '20 marks' label.

[20 marks]

Question: VI

Read this article on **Games People Play at Meetings** and answer the questions below.



DO YOU ever feel as though you spend all your time in meetings?

Henry Mintzberg, in his book *The Nature of Managerial Work*, found that in large organizations managers spent 22 per cent of their time at their desk, 6 per cent on the telephone, 3 per cent on other activities, but a whopping 69 per cent in meetings.

There is a widely – held but mistaken belief that meetings are for “solving problems” and “making decisions”. For a start, the number of people attending a meeting tends to be inversely proportional to their collective ability to reach conclusions and make decisions. And these are the least important elements.

Instead hours are devoted to side issues, playing elaborate games with one another. It seems, therefore, that meetings serve some purpose other than just making decisions.

All meetings have one thing in common: role-playing. The most formal role is that of chairman.

He (and it is usually a he) sets the agenda, and a good chairman will keep the meeting running on time and to the point. Sadly, the other, informal, role-players are often able to gain the upper hand. Chief is the “constant talker”, who just loves to hear his or her own voice.

Then there are the “can’t do” types who want to maintain the status quo. Since they have often been in the organization for a long time, they frequently quote historical experience as a ploy to block change: “It won’t work, we tried that in 1984 and it was a disaster.” A more subtle version of the “can’t do” type, the “yes, but ...”, has emerged recently. They have learnt about the need to sound positive, but they still can’t bear to have things change.

Another whole sub-set of characters are people who love meetings and want them to continue until 5.30 pm or beyond. Irrelevant issues are their specialty. They need to call or attend meetings, either to avoid work, or to justify their lack of performance, or simply because they do not have enough to do.

Then there are the “counter dependents”, those who usually disagree with everything that is said, particularly if it comes from the chairman or through consensus from the group. These people need to fight authority in whatever form.

Meetings can also provide attenders with a sense of identification of their status and power. In this case, managers arrange meetings as a means of communicating to others the boundaries of their exclusive club who is “in”, and who is not.

A popular game is pinching someone else's suggestions. This is where someone, usually junior or female, makes an interesting suggestion early in the meeting which is not picked up. Much later, the game is played, usually by some more senior figure who propounds the idea as his own. The suggestion is of course identified with the player rather than the initiator.

Because so many meetings end in confusion and without a decision, another more communal game is played at the end of meetings, called reaching a false consensus. Since it is important for the chairman to appear successful in problem-solving and making a decision, the group reaches a false consensus. Everyone is happy, having spent their time productively. The reality is that the decision is so ambiguous that it is never acted upon, if it is, there is continuing conflict, for which another meeting is necessary.

In the end, meetings provide the opportunity for social intercourse, to engage in battle in front of our bosses, to avoid unpleasant or unsatisfying work, to highlight our social status and identity. They are, in fact, a necessary though not necessarily productive psychological sideshow. Perhaps it is our civilized way of moderating, if not preventing change.

[Source: New International Business English]

a. Decide whether these statements are true (✓) or false (x), according to the article.

1. According to Henry Mintzberg, managers spend most of their working time having meetings. []
2. According to him, the purpose of meetings is to solve problems and make decisions. []
3. At a meeting every person is playing a role. []
4. The writer mentions eight roles that people play at meetings. []
5. A 'can't do' type is in favour of tradition and against new ideas. []
6. People who aren't invited to meetings are regarded as less important by those who do attend. []
7. It's normally junior people who steal other people's ideas at meetings. []
8. Men at meetings no longer treat women as inferiors. []
9. Even when no definite decisions are made at a meeting, the people often leave thinking the meeting has been useful. []
10. The writer believes that meetings are a waste of time and prevent changes being made. []

[10 marks]



b. 1. Who is Henry Mintzberg?

2. What is the percentage, the managers of large organizations spent of their time in meetings?

3. What are the mistaken believes of meetings?

4. What are most formal roles of a chairman at meetings?

5. Who do not like to have change in the organization?

6. Why do the "sub-set" like to have meetings?

7. How are the people, who often disagree with everything, called?

8. What is the popular game mentioned at meetings?

9. What is the game played at the end of meetings?

10. Why is it necessary to reach at a false consensus at the end of meetings?

[25 marks]