

**Eastern University Sri Lanka**  
**English Language Teaching Unit**  
**First Year - First Semester Examination in Business Administration / Commerce**  
**2009 / 2010**  
**[May 2010] - Proper / Repeat**  
**ENG: 1013 – Business Communication**



Index No: .....

Time: 03 hours

Answer all questions on this paper itself.  
**Write neatly and clearly.**

For Examiner's use only.

Question Number	Maximum Marks	Marks Obtained
I	15	.....
II	15	.....
III	10	.....
IV	10	.....
V	10	.....
VI	20	.....
VII	20	.....
	.....	.....
<b>Total</b>	.....	.....

Examiner's Name : .....

Examiner's Signature : .....

Date : .....

**Question: I**

Assume that you are interested in applying for a suitable course conducted by the English Language Unit, EUSL.

Fill in the following form with necessary details.

**ENGLISH LANGUAGE UNIT, EASTERN UNIVERSITY, SRI LANKA  
APPLICATION FORM**

Course Applied for: .....

Name with initials: .....

Name denoted by the initials: .....

Address [Permanent]: .....

Address [Present]: .....

Date of Birth: .....

Sex: ..... Civil status: .....

Nationality: .....

Educational qualification: .....

Occupation [if any]: .....

Extra – curricular activities: .....

.....

The above particulars are true and correct to the best of my knowledge.

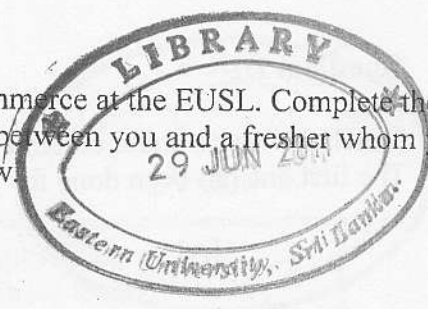
Date: .....

Signature: .....

Courses Available:

1. General English Proficiency
2. English for Communication
3. Translation

Question: II



You are selected to follow a Bachelors Degree in Management / Commerce at the EUSL. Complete the following Dialogue that would take place in the university premises between you and a fresher whom you meet at the very first time. Use words / phrases given in the list below.

Rajiv : Hello, Good Morning, nice meeting you.

Sanjay : .....

Rajiv : I'm Rajiv and I'm from Trincomalee.

Sanjay : .....

Rajiv : I'm an undergraduate at the Eastern University of Sri Lanka.

Sanjay : .....

Rajiv : I'm a first year management student.

Sanjay : .....

Rajiv : I'm a hosteller.

Sanjay : .....

Rajiv : Are you in a hurry?

Sanjay : .....

Rajiv : All right. Good bye.

Sanjay : .....

Yes, please excuse me. We'll meet later.

I'm also in the first year but a commerce student.

Good Morning, You're.....

Bye

I'm Sanjay and I'm from Batticaloa.

I'm not a hosteller, I'm a day scholar.

I'm also an undergraduate at the Eastern University, Sri Lanka.

[2 x 7+ 1 = 15 marks]

### Question: III

Match the words under column A with their meanings under column B. Write the correct letter in the blank space. The first one has been done for you.

[A]

- |                 |             |
|-----------------|-------------|
| 1. Book Keeping | [ ...g....] |
| 2. Debt         | [ ..... ]   |
| 3. Account      | [ ..... ]   |
| 4. Trade marks  | [ ..... ]   |
| 5. Bankruptcy   | [ ..... ]   |
| 6. Ledger       | [ ..... ]   |
| 7. Dividend     | [ ..... ]   |
| 8. Premium      | [ ..... ]   |
| 9. Input        | [ ..... ]   |
| 10. Balance     | [ ..... ]   |
| 11. Margin      | [ ..... ]   |

[B]

- a. the legally declared state of being unable to pay debts.
- b. Record book of debits and credits.
- c. A share of profits divided among the shareholders of a corporation.
- d. The difference between cost and selling price.
- e. data fed into a computer.
- f. The difference between debits and credits.
- g. Is the day to day recording of transactions of an enterprise.
- h. Is a sum of money owed.
- i. A book keeping record of business transactions.
- j. Are intangible assets consisting of the right to exclusive use of particular marks or motifs.
- k. A payment usually for an insurance policy.

[10 x 1 = 10 marks]

Section: IV

Fill in the blanks with suitable words given below.



marketing, operation, companies, business,	work relations, telephone, share holders, employees	progressive interviews, business letters.
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..... are a very important part of a country's economy.

A good ..... manner not only makes an impression in business, but it also helps to make money.

In ....., planning and writing reports are important skills.

Over two billion ..... are posted daily.

In very large firms the..... have very little to do with the day – to – day running of the firm.

..... with other people at the place of work include relationships with fellow employees, workers or colleagues.

In larger firms,..... join a trade union and ask the union to represent them to management.

The larger the ....., the longer it may take to reach a decision.

..... give the employees a chance to review the work they are doing and to set objectives for the future.

Diplomacy, friendliness and ..... are important in selling.

[10 marks]

**Question: V**

Assume that you have done a presentation on a selected topic related to your field.  
Write five sentences on how the presentation made you to develop your English language skills.

1.

.....  
.....

2.

.....  
.....

3.

.....  
.....

4.

.....  
.....

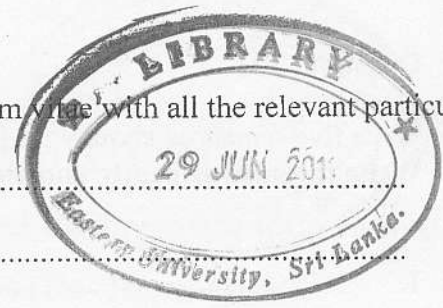
5.

.....  
.....

[2 x 5 = 10 marks]

Question: VI

Assume that you are going to apply for a post. Write your curriculum vitae with all the relevant particulars.



[20 marks]

**Question: VII**

Write five sentences about your future plans in Business.  
**Write the answer neatly and clearly.**

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

[4 x 5 = 20 marks]