



**Eastern University Sri Lanka**  
**English Language Teaching Unit**  
**Second Year - First Semester Examination in Business Administration / Commerce 2008/2009**  
**[April / May 2010] - Proper/Repeat**

**ENG: 2022 - Business Communication II**

Index No: .....

Time: 03 hours

Answer all questions on this paper itself.

**Note: Write neatly and clearly.**

For Examiner's use only.

Question Number	Maximum Marks	Marks obtained
I	05	.....
II	10	.....
III	05	.....
IV	10	.....
V	05	.....
VI	05	.....
VII	10	.....
VIII	15	.....
IX	35	.....
	.....	.....
	<b>100</b>	.....
<b>Total</b>	.....	.....

Examiner's Name : .....

Examiner's Signature: .....

Date : .....

**PART - I**

**I) Put the verbs in brackets in the present perfect / simple present tense.**

- 1) I ..... (work) for the same company for only three years ,but I'm already a senior manager.
- 2) I ..... (go) on a training course during my first month at work, but I .....(not go) on one since then.
- 3) My first boss .....( be) very friendly, but she..... (leave) the company last year and I .....( not see) her since she .....(go).
- 4) They ..... (change) the way we work completely in the last six months. Now we have flexible working , whereas before we .....(start) at nine and ..... (finish) at five.
- 5) I.....(have) this job since I left university. I ..... (join) this company three years ago.

[05 marks]

**II) Complete the questions in this interview.**

- 1) ..... a good journey here today?  
Working in this city/ I don't think so. I've always wanted to work here.
- 2) ..... as an accountant?  
Well, I finished my training three years ago, as a fully qualified accountant.
- 3) ..... most enjoy about your work?  
Oh, I'm fascinated by figures, and specially how they reflect the performance of an organisation.
- 4) ..... like to be doing in ten years?  
I'd like to have a post in senior management here, or in a similar organisation.

[10 marks]

**III) Rewrite the questions below using the words given.**

- 1) How long have you been a product manager?  
Could you tell me .....
- 2) Have you studied abroad?  
I'd like to know.....
- 3) When did you first become interested in this profession?  
I wonder.....
- 4) What do you enjoy doing in your free time?  
I'd like you to tell me .....
- 5) What will you be doing in ten years time?  
Can you predict..... ?

[05 marks]

**IV) Put the verbs in brackets into the 'ing' / infinitive form.**

- 1) My company doesn't spend enough money on .....(train) staff.
- 2) My job involves ..... (deal) with money.
- 3) I would be happy .....(get) a more responsible job.
- 4) ..... (advertise) on television is too expensive for my company  
.....(invest) in.
- 5) It's not worth ..... (develop) a new product unless you know who your target  
customers are likely ..... (be) .
- 6) I wouldn't risk ..... (leave) my job ..... (start) up a business on my own
- 7) If a member of my family had a good business idea, I would help them .....  
(develop) it by.....(lend) them money.
- 8) ..... (study) for a business degree is essential if you want .....(be)  
successful in business.

[10 marks]

**V) Complete the text using words or phrases from the box.**

Curriculum vitae / resume	probationary period	interview
Application form	psychometric test	covering letter

These days many applicants submit their .....to companies they like to work for. In other words, they don't apply for an advertised job but hope the employer will be interested enough to keep their CV on file and contact them when they have a vacancy.

When replying to an advertisement, candidates often fill in a /an ..... and write A /an ..... The employer will then invite the best candidates to attend a/an ..... Sometimes candidates will take a/an ..... before the interview to assess their mental ability and reasoning skills. These days it is normal for successful candidates to have to work a/an .....in a company. This is usually three or six months; after that they are offered a permanent post

[05 marks]

**VI) Match these financial terms with their definitions.**

Terms	Definitions	
1) Profit	a) debt	[ ]
2) Turnover	b) money which is earned after paying the costs of Producing & selling goods & services	[ ]
3) Asset	c) money paid to the government	[ ]
4) Liability	d) something valuable belonging to an organization which can be used for the payment of debts	[ ]
5) Tax	e) the amount that a bank charges on money that it lends	[ ]
6) Costs	f) the money you need to spend to keep an organization functioning	[ ]
7) Interest rate	g) the total amount of money received from sales of goods & services	[ ]

[05 marks]

**VII) Rewrite these sentences about giving presentations using one of the modal verbs below**  
**May/might                      must/have to /should/ought to                      can/could**

- 1) I advice you to rehearse your presentation before you give it.  
 .....  
 .....
- 2) It's a good idea to put complicated details on a handout.  
 .....  
 .....
- 4) It's essential to speak loudly and clearly so that everyone can hear you.  
 .....  
 .....
- 5) Giving presentations to senior managers is generally likely to be very frightening.  
 .....  
 .....
- 6) You are allowed to pause to drink water if your mouth is dry.  
 .....  
 .....
- 6) Perhaps people will interrupt your presentations with questions.  
 .....  
 .....
- 7) You are allowed to tell them to save questions till the end.  
 .....  
 .....

[10 marks]



**VIII) Complete these sentences using the conditionals.**

An example is given.

eg) If I lose my job, I'll start my own business.

- 1) If they don't give me promotion.....
- 2) If I spoke perfect English .....
- 3) If I started my own business.....
- 4) If I needed money to start a business.....
- 5) I'll study another language if .....

[15 marks]

**PART II**

**Read the passage and answer the questions that follow.**

A new study has found that micro enterprises in Sri Lanka's war-battered North and East continue to lack access to meaningful credit and savings services nearly three years since the ceasefire came into force.

The study entitled "Developing Microfinance in the North and East of Sri Lanka" has found that commercial banks have largely yet to move away from the risk-averse lending policies of the past start to provide much needed credit to the region's entrepreneurs according to a statement by the German Technical Co-operation (GTZ), one of the initiators of the project.

The study, which is the result of over one year's work, is the first ever comprehensive review of savings and credit activity and the micro finance sector of the North and East since the commencement of the peace process.

While shedding new light on the levels of access to credit and savings services in the region, it highlights microfinance as an important development tool in rebuilding local economies devastated by the effects of armed conflict.

"This study is an enormous asset to the post-conflict development strategy of our country," said Dr.P.B.Jayasundara, Secretary to the Treasury, at the recent launch of the report.

"It provides valuable information, both on the present supply of micro finance services, and on the existing deficiencies and the demand yet to met," he said.

According to Dr.Jayasundara, the study comes up with clear recommendations how to improve the quality and quantity of micro finance services in all the eight affected districts and by this, provides a valuable base for those institutions and donor organizations that are already engaged in the region or are planning to do so.

At the request of the Sri Lankan government, a micro-finance study of the North and East was commissioned by the Swedish International Development Agency (SIDA) and the German Federal Ministry for Economic Cooperation & Development through the Rural Banking Innovation Project (RBIP), which is a joint initiative by the German Technical Cooperation (GTZ) and the People's Bank to develop commercial demand-driven microfinance products for entrepreneurs in Sri Lanka.

The study was carried out by Steve Durrant, Richard Grant and Dulan de Silva, a team of international and national micro-finance and enterprise development specialists, between July 2003 and November 2004.

**Source: Financial Times of Sunday Time**

1. What is this article about?  
.....  
.....
2. A Study is mentioned in this article. What is it about?  
.....  
.....
3. Mention the connection between the GTZ and the study mentioned in Question 3.  
.....  
.....
4. What do the letters GTZ stand for?  
.....  
.....
5. What is the speciality of the study mentioned in Question 2?  
.....  
.....
6. What is mentioned as an important development tool in rebuilding the local economy?  
.....  
.....
7. Why did Dr.P.B.Jayasundara hail the study as an important one? Give 3 reasons.  
.....  
.....  
.....
8. What was the duration of the study?  
.....  
.....
9. Name 3 experts who were involved in the study?  
.....  
.....

Tick the correct answer

10. "Enterprises" means:

- 1) transactions
- 2) business
- 3) affairs

11. "War-battered" means:

- 4) not affected by war
- 5) severely affected by war
- 6) sometimes affected by war

12. "Entrepreneur" is a person who

- a. involves in business
- b. involves in advising
- c. involves in illegal business

13. "Shedding new light" is the same as

- a. giving a new look
- b. bring something new to the surface
- c. switching on lights

14. "Devastated" is the same as

- a. affected severely
- b. developed
- c. delighted

15. "Launch of the report" is the same as

- a. printing of a report
- b. writing of a report
- c. releasing of a report

16. "Carried out" means.

- a. sold out
- b. executed
- c. taken to a place

17. Give a suitable title for the passage.