



Certificate Course in General English Proficiency (Extension Course)
First Examination in Bachelor of Business Administration - 2007/2008 (Proper/Repeat)
&
First Examination in Bachelor of Economics - 2008/2009 (Proper/Repeat)
[March/April 2011]

EXB/EXE 1043 English for Communication

Index No:

Time: 03 hours

Answer all questions on this paper itself.

Note: Write neatly and clearly.

01. Rewrite the following active sentences in the passive form. Begin with the word(s) given. Do not change the tense and the corresponding forms of the sentences.

1. Many companies have lost the art of strategy – making.

The art of strategy – making

.....

2. Businesses produce goods and services.

Goods and services

.....

3. The organizers will supply all relevant information about the meeting in advance.

All relevant information about the meeting

.....

4. Your supplier did not send the correct instruction manual.

The correct instruction manual

.....

5. The manager gave him a copy of the sales figures.

A copy of the sales figures

.....

6. Canada does not produce many cars like France.

Many cars

.....

8. We should change the venue of the meeting.

The venue

9. They are clearing the stock in the stock in the store.

The stock

10. Our local agent will make a final decision.

A final decision

(10 Marks)

02. Read the text below and choose the best word to fill each blank. Look at the example.

THE ROLE OF BRAND IMAGE

Although brand image is not the only (0)...^{reason}... why certain products are successful, it is an extremely important part of an overall marketing strategy. In fact, many manufactures (1) such a high value on their brands that they employ legal experts to (2)..... them from misuse by imitators and counterfeit traders. In addition, companies (3)employees with handbooks which (4).....how their logos should be used – for example the size and colour of graphics and suitable ways of displaying the product.

Originally the brand was little more than a graphic that helped people to (5) a particular product, but as advertising developed, it grew in (6) As the famous brands became (7)..... with quality in the minds of consumers, manufacturers found they could (8).....top prices for these products in order to recover some of the heavy (9)of advertising. As firms realized their potential value, brands quickly became registered trade marks. Today, branding is widespread and is used to sell both products and services.

Most companies (10)to achieve 'multiple appeal' with their brands. This means that the brand appeals to people of different age groups and lifestyles. The problem for the brand manufacturer is how to keep old customers and at the same time to (11)new ones.

A powerful brand is good for sales, but first this has to be (12) and then maintained through a continuous (13)of image design and advertising. If multiple appeal (14) then regular evaluation of the brand will show this and should (15) in the product being redesigned or the advertising being changed.

(1) A – reason

B – factor

C – influence

D – cause

1. A present B place C settle D rest
2. A avoid B control C support D protect
3. A provide B give C deliver D arrange
4. A appoint B specify C assign D prefer
5. A relate B realise C identify D connect
6. A advantage B concern C benefit D importance
7. A extended B associated C fixed D attached
8. A charge B instruct C order D bill
9. A payments B costs C amounts D earnings
10. A pursue B guide C aim D direct
11. A join B earn C bring D attract
12. A thought B created C supposed D caused
13. A method B performance C attempt D process
14. A fails B defeats C breaks D loses
15. A produce B lead C result D act

(15 Marks)

03. Read the given memo and answer questions on it.

MEMO

To : Department Managers
From : The Chief Accountant
Subject : Cheque Identification

Date : 28th November 2006

1. Will all department Managers remind their sales staff that all cheques must be accompanied by proper identification i.e. cheque, store or credit cards?
2. The company has experienced a number of bad debts over the past few months due to customers paying with bad cheques and as the Christmas rush will soon be with us, this problem could increase unless sales staff are more careful.
3. Notices are placed round the store to explain the position to customers, but if staff experience any difficulty with a customer, they should call a manager or supervisor to deal with the matter.

Signature

a. 1. What is the memo about?

.....

2. Who has written the memo?

.....

3. Who is the memo sent to?

.....

4. What is the 2nd paragraph about?

.....

5. Who is supposed to sign on the memo?

.....

b. Assume that you are one of the Department managers and write a memo to your sales staff about what they (sales staff) are expected to do according to the chief Accountant's memo.

(5+ 10 = 15 marks)

.....
.....
.....

PROBLEMS FACING POTENTIAL EXPORTERS

Many firms fail because when they begin exporting they have not researched the target markets or developed an international marketing plan. To be successful, a firm must clearly define goals, objectives and potential problems. Secondly, it must develop a definitive plan to accomplish its objective, regardless of the potential problems. Secondly, it must develop a definitive plan to accomplish its objective, regardless of the problems involved. Unless the firm is fortunate enough to possess a staff with considerable expertise, it may not be able to take this crucial first step without qualified outside guidance.

Often top management is not committed enough to overcome the initial difficulties and financial requirements of exporting. It can often take more time and effort to establish a firm in a foreign market than in the domestic one. Although the early delays and costs involved in exporting may seem difficult to justify when compared to established domestic trade, the exporter should take a more objective view of this process and carefully monitor international marketing efforts through these early difficulties. If a good foundation is laid for export business, the benefits derived should eventually outweigh the investment.

Another problem area is in the selection of the foreign distributor. The complications involved in overseas communications and transportation require international distributors to act with greater independence than their domestic counterparts. Also, since a new exporter's trademarks and reputation are usually unknown into the foreign market, foreign customers may buy on the strength of the distributing agent's reputation. A firm should therefore conduct a thorough evaluation of the distributor's facilities, the personnel handling its account, and the management methods employed.

Another common difficulty for the new exporter is the neglect of the export market once the domestic one booms: too many companies only concentrate on exporting when there is a recession. Others may refuse to modify products to meet the regulations or cultural preferences of other countries. Local safety regulations cannot be ignored by exporters. If necessary modifications are not made at the factory, the distributor must make them, usually at a greater cost and probably not as satisfactorily. It should also be noted that the resulting smaller profit margin makes the account less attractive.

If exporters expect distributing agents to actively promote their accounts, they must be trained, and their performance continually monitored. This requires a company marketing executive to be located permanently in the distributor's geographical region. It is therefore advisable for new exporters to concentrate their efforts in a few geographical areas until there is sufficient business to support a company representative. The distributor should also be treated on an equal basis with domestic counterparts. For example, special discount offers, sales incentive programmes and special credit terms should be available.

Considering a joint-venture or licensing agreement is another option for new exporters. However, many companies still dismiss international marketing as unviable. There are a number of reasons for this. There may be import restrictions in the target market, the company may lack sufficient financial resources, or its product line may be too limited. Yet, many products that can compete on a national basis can be successful in the majority of world markets. In general, all that is needed for success is flexibility in using the proper combinations of marketing techniques.

1. Why do many firms un successful?

.....

2. What do firms possess with to define goals and objectives?

.....

Para - II

3. Who is not committed to overcome the early difficulties of exporting?

.....

4. When will the benefits of export business be profitable?

Para - III

5. What will happen when a new exporter's trade marks are unknown in the foreign market?

6. Why should a firm conduct a thorough evaluation of the distributor's facilities?

Para - IV

7. What are the common difficulties mentioned for the new exporters to neglect of the export market? (mention 2)

a.

b.

8. What will happen when modifications are not made at the factory?

.....

Para - V

9. How can the accounts of distributing agents be promoted?

.....

10. How long has a marketing executive been located in a geographical area?

.....

Para - VI

11. Why do many companies dismiss international marketing? (mention 2)

a.

b.

Find similar words, from the article, to the following words/phrases.

- (a) where people buy & sell goods -
- (b) happening within a country -
- (c) special name or sign on a product -
- (d) money gained by doing business -
- (e) to add money to a bank account -

(1 x 5 = 5 Marks)