

EASTERN UNIVERSITY, SRI LANKA



SPECIAL EXAMINATION FOR FINAL YEAR

BUSINESS ADMINISTRATION / COMMERCE 2005/2006

ENG: 2013 – BUSINESS 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 A	15	.....
B	10	.....
II	15	.....
III	15	.....
IV	10	.....
V	15	.....
VI	20	.....
Total	<u>100</u>	.....

Examiner's Name : .....

Examiner's Signature : .....

Date : .....



**Question: I**

A.

Read the following passage and answer the questions given below.

Firms are a very important part of the economy of a country. They are responsible for producing goods and services. Businesses use materials and change them in some way to produce goods or a service. Businesses come in every shape and size. While the vast majority of the world's businesses are small, large firms often dominate the economy in many countries.

Large businesses offer very much from small ones in a wide variety of ways. In many countries, there are both private and nationalized firms belonging to the government. A small private firm may have just one owner but a very large firm has thousands of shareholders.

In very large firms, the owners have very little to do with the day-to-day running of the firm. This is left to the management. Very large companies may be organized into several large departments, or sometime divisions. The organizational structure of the companies is very hierarchical with the board of directors at the top and various departmental heads reporting to them. Often the only time the shareholders can influence the board is at yearly shareholders' meeting.

Some firms may only produce one product or service. Others may produce many different products. In fact they may seem to be like a collection of businesses inside one company. The bigger the business becomes the further it may expand geographically. Many large firms have manufacturing plants and trading locations in several different countries, spread around the world.

- 1) Indicate whether the following statements are true (T) or false (F) according to the passage.
  - a) As majority of the World's companies are small, they dominate the economy of many countries. ....
  - b) Nationalised companies are the property of the Government. ....
  - c) Private companies do not have shareholders. ....
  - d) Shareholders in large firms participate in the day – to –day running of the firm. ....
  - e) Department heads of a firm report to the Board of Directors. ....

[5 x 1 = 05 marks]





**Question: II**



Fill in the blanks with suitable words given below.

meeting,  
co-operation,  
companies,  
business,

work relations,  
telephone,  
share holders,  
employees

progressive interviews,  
business letters,

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 x 1 ½ = 15 marks]

### Question: III

Match the words under column A with their meanings under column B. Write the correct letter in the box. 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 ½ = 15marks]

**Question: IV**

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: V**

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 local newspaper.

Your advertisement should carry more relevant information.





