SPECIAL EXAMINATION FOR FINAL YEAR

BUSINESS ADMINSTRATION / COMMERCE 2005/2006

ENG: 2013 - BUSINESS COMMUNICATION

Index No:			Time: 03 hours
Answer all questions	on this paper itself.		
For Examiner's use o	only		
	Question Number	Maximum Marks	Marks Obtained
	I A B	15 10	
	II	15	
	III	15	
	IV	10	
	V	15	
	VI	20	
	Total	<u>100</u>	
Examiner's Name	· · · · · · · · · · · · · · · · · · ·		
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Date			

Question: I

4

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.

 $[5 \times 1 = 05 \text{ marks}]$

2)		nswer the following questions in your own words, be ssage.	ased on the above given
	a)	What plays the major role in a country's economy	?
	b)	Who is the general organizational structure of a lan	rge firm?
		v vy rhygovahov z Prokok Malaga czk Pokkardy Porty	
	c)	When can the shareholders of a company influence	e the board?
	d)	What seems to be like a "collection of businesses"	?
	e)	How will you define "Multinational Companies".	
		g some contexts and to talk to take the talks to	
В.		sem out the entirement with a long of the month with the or The way to be sure of the first lead and the the out of the	$[5 \times 2 = 10 \text{ marks}]$
3)		nd words from the given list below to match the me rite down the word in the space provided.	anings.
	E	g: the large number or amount – majority	
	100	collection, shareholder, domina hierarchy, important	te,
	a.	having or likely to have great effect	
	b.	to have or exercise control or power (over)	
	c.	an owner of shares in a business	
	d.	arranged according to ranks in an organization	
	e.	a set of things of the same type.	
			$[5 \times 2 = 10 \text{ marks}]$

Question: II

Fill in the blanks with suitable words given below.

The larger the

Diplomacy, friendliness and

decision.

selling.

08.

09.

10.



meeting co-opera compan ousiness	ntion, telephone, ies, share holder	business letters,
01.		are a very important part of a country's economy.
02.	A goodbusiness, but it also helps	manner not only makes an impression in sto make money.
03.	In skills.	, planning and writing reports are important
04.	Over two billion	are posted daily.
05.	In very large firms thedo with the day – to – day	have very little to y running of the firm.
06.	relationships with fellow	with other people at the place of work include employees, workers or colleagues.
07.	In large firms,union to represent them t	join a trade union and ask the to the management.

work they are doing and to set objectives for the future.

 $[10 \times 1 \frac{1}{2} = 15 \text{ marks}]$

are important in

, the longer it may take to reach a

give the employees a chance to review the

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	[]

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

 $[10 \times 1 \frac{1}{2}] = 15 \text{marks}$

Question: IV

Oniversity, Sri

Imagine	that	you	are	the	secretary	of	an	association	and	going	to	hold	a	meeting	next
month.							28								

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

	4		
Name of the association	on	i	
Address:			
Date of meeting:			Venue:
		Agenda	
	01.	Reading of minutes	
	02.		
	03.		
	04.		
	05.		
	06.		

[10 marks]

07.

Question: V

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

Your advertisement should carry more relevant information.

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