EASTERN UNIVERSITY, SRI LANKA FACULTY OF COMMERCE AND MANAGEMENT SPECIAL EXAMINATION FOR FINAL YEAR BUSINESS ADMINSTRATION / COMMERCE 2005/2006

Index No:-

ENG: 3013 - ENGLISH FOR COMMUNICATION

Time: 03 hours

For Examiner'	s use only		
	Question Number	Maximum Marks	Marks Obtained
	I	20	
	П	15	
	Ш	15	
	IV	10	
	V	20	
11.7	- VI	20	
	Total	_100	
Examiner's Na	ime :		
Examiner's Si	gnature :		
Date			

Assume that you are the Purchasing Officer attached to "SATA INTERNATIONAL", No. 235, Station Road, Ratmalana.

Your Manager has requested you to obtain a quotation for the purchase of a photocopying machine. Write a letter to "Modern Photocopiers", No. 24, Galle Road, Colombo 03, asking for quotations for a photocopying machine. Give your requirements.

[20 marks]

Assume that you are the secretary of the Students' U	Jnion.
You have invited Dean/Faculty of Commerce & Ma	inagement to deliver a speech on "Busine
Communication", at the next meeting.	
Re-arrange the given items to make a meaningful a	agenda.
[1] 전기 (전 12 Min - 2) - 어린 아니라 (전 12 Min - 2	a de la esta promita de la comitación de l
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Any other matters.	
Chief guest' speech on Business Communication –	Dean of the Faculty of Commerce and
Cimes guest epither	Management.
Vote of thanks - Secretary.	
Confirmation of minutes by the members	
Discussion and questioning time –	
Confirmation date of next meeting	
Welcome Speech by the Chairperson	
Reading of the minutes by the Secretary	
Observation of silence	•
Matters regarding minutes.	
Topic – Business Communication.	
Lighting of traditional oil lamp.	
Refreshment – at the end of the meeting.	

[I5 marks]

Question	III Add	the mis	ssing	word	s to th	ie puz	zle f	rom t	he lis	t of w	ords !	given	belo	w.	
01.	This is no	ot a ser	rious	proble	em, it	's on	lya.		. faul	t.,,,,,,					
02.	We are re	ejectin	g the	good:	s beca	ause v	ve co	nside	r the	qualit	ty to b	e	••••		
03.	If you have suffered any loss, we will of course you for this.														
04.	We intend to for the additional expenses we have incurred.														
05.	You don't need a qualified electrician to a computer printer.														
06.	A number of problems have since we bought the machine.														
07.	The dela	The delay is due to a of qualified staff.													
08.	As expla	As explained in our catalog, this program carries a 90-day As explained in our catalogue, this programme carries a 3-month													
09.	As expla	ined in	our	catalo	ogue,	this p	rogra	ımme	carri	es a 3	8-mon	th	•••••		
10.	The engi	neer is	s on c	all 24	hou	s a da	ly if t	here	is an						
11.	There is	a lack	of				fo	or suc	h an o	old m	achin	e.			
12.	We mus	t have	a con	npute	r syst	em th	at wo	rks v	vell, .		of 1	the co	St.	A.	RV
13.	We mus Their ser	rvice d	epart	ment	is res	ponsi	ble fo	or		the i	machi	ne.)		1
14.		ILL LU						STATE OF STREET				/			
15.	Any	: th	at is	faulty	will	be re	urne	d to th	ie sur	plier	1"/		00	MAY	2000
16.	Please				••••		the	se fau	lty ite	ems.					
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merchandise, covers, maintaining, regardless, spare parts, emergency, guarantee, warranty, shortage, arisen, install, claim, compensate, inferior, minor, repair or replace

[15 marks]

Question: What wou given belo	ld you say in these situations? Select and write the appropriate answer from the
01.	Your car wouldn't start and you have arrived a few minutes late for dinner with the What do you say when you arrive?
02.	Your train was delayed and you have arrived a few minutes late for lunch with s colleagues. What do you say when you arrive?
03.	You promised to call a client back yesterday but you forgot to. What do you say her when you call the next day?
04.	You misunderstood the instructions your boss gave you and mailed the wrong do to your supplier.
05.	You were given a copy of the sales figures by your boss, but you have mislaid it you say to your boss?
06.	You put the wrong date on the invoice you sent to a client. Explain why you are a new invoice.

- 1. That's quite all right. I've only been waiting about a quarter of an hour.
- 2. Oh, I'm very sorry to hear that, Ms King. I'll check it myself personally and call you back before lunch.
- 3. Sorry I'm so late, everyone. My train was delayed.
- 4. I'm terribly sorry to be so late. My car wouldn't start. I hope you haven't been waiting too long.
- 5. I'm terribly sorry I didn't call you back yesterday.
- 6. Excuse me, Mr. Brown, you said you'd call our clients in Dallas. Is there still time this afternoon?
- 7. I'm awfully sorry, Mr. Brown. I'm afraid I misunderstood your instructions and mailed the wrong documents to our supplier.
- 8. Excuse me, Mr. Brown, but you know those sales figures you gave me? Well, I seem to have mislaid them.
- 9. You remember that instruction manual I asked you to send us? Well, it still hasn't arrived. Could you send it quickly, please?
- 10. I'm very sorry about this, but I'm afraid we put the wrong date on the invoice we sent you, so we're sending you a new one. [10 marks]

Ouestion: V

Read this article and then fill each gap below with one word.

About time

For the manager of the 1990s, time is apparently of the essence. Consumers, the argument runs, wa to get their hands on the products - be they burgers or Buicks- faster than ever. The fashionable w buy from your firm only if you have the latest designs before your rivals. Better still, they w invariably pay more for the privilege of speed.

The key is to look at the entire manufacturing operation and then restructure that, systematically,

Traditionally, manufacturing is a carefully ordered affair: tasks usually have a sequence that can changed only in small ways. Most firms will have employed specialists to determine the scheduling logic for manufacturing. But "precedence constraints" (eg task A must be carried before task B) can cause queues and bottlenecks in even the most logical manufacturing proce This not only results in delay, it also introduces an unpredictable variability into a compar operations.

There is a cheaper route. By breaking down tasks into ever smaller, faster bits, companies increase their manufacturing flexibility. This, in turn, will tend to increase the number of tasks can be performed in parallel rather than in sequence. For instance, several smaller machines or used to perform one task, rather than a single large machine. Parallel tasks have no precede constraints and can reduce bottlenecks. That helps speed a company's manufacturing process d to the theoretical ideal-which reduces queues and bottlenecks elsewhere in the factory.

Perhaps the single most effective answer to the problem is to invest in lots of excess capacit eliminates queuing and bottlenecks, sharply reducing unpredictable variations in the time needs complete each part of the manufacturing process. As a consequence, production times tend to while manufacturing reliability (and hence the reliability of products) soars. It also introduces a greater flexibility into the factory - which helps companies respond more rapidly to custom whims.

All told, experts reckon that cutting production times by a quarter can reduce overall costs by at fifth.

If it sounds too costly and risky, concentrate on the margin. Benetton, an Italian clothes com does just that, as does Nissan. For the core products bought by the bulk of their customers, and response to new trends is not a priority. But for their growing number of faddish, innovation-l customers, these companies have developed fast -response marketing, manufacturing distribution. Benetton has undyed stocks of clothes waiting to be coloured according to the trends. Nissan will quickly assemble from standardised components a limited run of vehicle microniches in the market - including speciality versions of its snail-like S-Cargo delivery suitably tailored for customers such as bakeries, flower shops or boutiques.

1.	Consumers will pay for goods if they can get them consumers will pay for goods if they can get them consumers will pay for consumers will pay for goods if they can get them consumers will pay for goods if they can get them consumers will pay for goods if they can get them consumers will pay for goods if they can get them consumers will pay for goods if they can get them consumers will pay for goods if they can get them consumers will pay for goods if they can get them consumers will pay for goods if they can get them consumers will pay for goods if they can get them consumers will pay for goods if they can get them consumers will pay for goods if they can get them consumers will pay for goods if they can get them consumers will pay for goods if they can get them consumers will pay for goods if they can get them consumers will pay for goods if they can get them consumers will pay for goods if they can get them consumers will be consumers to goods if they can get them consumers will be consumers to goods if they can get them consumers will be consumers with the consumer
2.	Manufacturing operations are broken into small .* which have to happen in a particular
3.	or may occur which hold up the process.
4.	Manufacturers can become more if more tasks are performed in parallel.
5.	Several machines are better than one machine.
6.	If manufacturers in increased capacity, they can to customers' requirements more quickly.
7.	Benetton can respond quickly to changes in
8.	Nissan uses components to assemble limited
9.	Brief your idea about the above article in six sentences.
	[12 marks]

Question: VI

Fill the blanks with phrases given below.

He w	'as	a gold w	atch when he retired.
We'v	ve been	them	over this since January.
		a large	
			_ them to agree to our dema
We l	nave just		a new computer system
		of the major suppliers.	
Unfo	ortunately, there is a .		technical
info	ormation about these	new processes.	
Wha	t	our custom	ers are completely satisfied
our p	oroduct?		
I		having to pay	a handling charge to the freig
forw	arders.		
Thei	ir firm has just		Apollo International
Will	l you please	us	any change to the shipp
date	?		
mer	ged with,	lack of,	
neg	otiating with,	notify us of,	
proj	portion of,	make a large profit on,	
put	pressure on,	placed an order for with,	
pre	sented with,	I object to	[2×10=20 ma