

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



**ENG : 3013 – ENGLISH FOR 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	20	.....
II	15	.....
III	15	.....
IV	10	.....
V	20	.....
VI	20	.....
Total	<u>100</u>	.....

Examiner's Name : .....

Examiner's Signature : .....

Date : .....







**Question: IV**

What would you say in these situations? Select and **write the appropriate answer** from the list given below.

01. Your car wouldn't start and you have arrived a few minutes late for dinner with a friend. What do you say when you arrive?

---

---

02. Your train was delayed and you have arrived a few minutes late for lunch with some 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 to her when you call the next day?

---

---

04. You misunderstood the instructions your boss gave you and mailed the wrong documents to your supplier.

---

---

05. You were given a copy of the sales figures by your boss, but you have mislaid it. What do you say to your boss?

---

---

06. You put the wrong date on the invoice you sent to a client. Explain why you are sending a new invoice.

---

---

07. You've been waiting twenty minutes for a colleague to arrive. When she appears she apologizes, using the words in Sentence 1 above. What do you reply?

---

---

08. Your supplier hasn't sent the correct instruction manual, in spite of your reminder to them. What do you say?

---

---

09. Your boss promised to call your clients in Dallas this afternoon but it's now nearly time to go home.

---

---

10. Ms King, a client, calls you and tells you that she thinks you have invoiced her incorrectly. What do you say?

---

---

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 ]

### Question: 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, want to get their hands on the products – be they burgers or Buicks- faster than ever. The fashionable will buy from your firm only if you have the latest designs before your rivals. Better still, they will 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 be changed only in small ways. Most firms will have employed specialists to determine the best scheduling logic for manufacturing. But "precedence constraints" (eg task A must be carried out before task B) can cause queues and bottlenecks in even the most logical manufacturing process. This not only results in delay, it also introduces an unpredictable variability into a company's operations.

There is a cheaper route. By breaking down tasks into ever smaller, faster bits, companies can increase their manufacturing flexibility. This, in turn, will tend to increase the number of tasks that can be performed in parallel rather than in sequence. For instance, several smaller machines can be used to perform one task, rather than a single large machine. Parallel tasks have no precedence constraints and can reduce bottlenecks. That helps speed a company's manufacturing process closer 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 capacity which eliminates queuing and bottlenecks, sharply reducing unpredictable variations in the time needed to complete each part of the manufacturing process. As a consequence, production times tend to shorten 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 customer whims.

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

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

1. Consumers will pay ..... for goods if they can get them .....
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 ..... of vehicles that only a few people want. [ 8 x 1 = 8 marks]
9. Brief your idea about the above article in six sentences.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[12 marks]



**Question: VI**

Fill the blanks with phrases given below.

- 01. He was ..... a gold watch when he retired.
- 02. We've been ..... them over this since January.
- 03. We expect to ..... a large ..... this de
- 04. We may have to ..... them to agree to our demand
- 05. We have just ..... a new computer system  
..... one of the major suppliers.
- 06. Unfortunately, there is a ..... technical  
information about these new processes.
- 07. What ..... our customers are completely satisfied w  
our product?
- 08. I ..... having to pay a handling charge to the freight  
forwarders.
- 09. Their firm has just ..... Apollo International.
- 10. Will you please ..... us ..... any change to the shipping  
date?

merged with,

lack of,

negotiating with,

notify us of,

proportion of,

make a large profit on,

put pressure on,

placed an order for with,

presented with,

I object to

[2x10=20 marks]