
 UNIVERSITY OF RUHUNA FACULTY OF MANAGEMENT AND FINANCE		No. of Pages :13
		No. of Questions:08
BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE		<div style="border: 1px solid black; border-radius: 15px; padding: 5px; text-align: center;"> <i>Three Hours</i> </div>
1000 LEVEL FIRST SEMESTER END EXAMINATION- AUGUST / SEP. 2023		
BBA 11053 - Business English		Academic Year 2022/2023
Instructions <ul style="list-style-type: none"> ➔ Answer all the questions <u>on the paper itself</u>. ➔ Do NOT use additional paper (other than rough papers). 		

Registration Number:

For Examiner's Use Only			
Question No.	Maximum Marks	Marks Obtained	
		Examiner 01	Examiner 02
1	10		
2	10		
3	05		
4	05		
5	10		
6	10		
7	10		
8	10		
Total Marks	70		

Question 01

Fill in the blanks with the most suitable form of the verb given in brackets. (10 marks)

1. The company (want) to increase the profit.
2. He is busy at the moment. He (deliver) a presentation on how to improve employee motivation.
3. We (must/prepare) a questionnaire to find out the public opinion on smoking.
4. During the 1st quarter of the year, our company (suffer) significant losses.
5. The company sales (take) a turn for the worse this year.
6. What they (do) when the strike was announced?
7. "The manager left a document for you and I (put) on your desk.
8. When I telephoned him, he (be) busy. He (sort) the files.
9. The organization (have) a central filing system for years.
10. Before she joined us, she (work) at Jax PLC.
11. They had their commissions cut, so they (protest).
12. The Marketing department (print) all the leaflets, long before the season began.
13. "The leader of the Accounts team has a personal problem at the moment. I think he (not/participate) in the workshop."
14. Customers (may/return) goods within a reasonable time frame.
15. She (become) a manager when she was 25.

16. They (discuss) the details of the merger since morning.
17. The distributor called, while the secretary (be) at a meeting.
18. The buyer still (study) the quotations.
19. It is clear that they (not/check) the document. It is full of errors.

Question 02

Fill in the blanks with the most suitable word from those given in the brackets. (10 marks)

Part I

[modest, basic, earning, deposit, offer, credit unions, liquidity, vacation, access, emergency]

What is a savings account?

A savings account is a 1..... type of financial product that allows you to 2..... your money and typically earn a 3..... amount of interest. These accounts are federally insured and 4..... a safe place to put your money while 5..... interest. You can find savings accounts at banks and 6..... You don't need a large amount of money to open a savings account, and you'll also have easy 7..... to your money, though you may be limited in how many times you can access that money each month.

Why you need a savings account

A savings account is a good place to keep money for a later date, separate from everyday spending cash, because of its safety, 8....., and interest-earning potential. These accounts are a great place for your 9..... fund or savings for shorter-term goals, like a 10..... or home repair.

(Extracted from: <https://www.investopedia.com/terms/s/savingsaccount.asp>)

Part II

[paychecks, withdraw, unlimited, daily, liquid, term, provide, earnings, primary, interest]

What is a checking account?

A checking account is a type of bank account that allows you to easily deposit and 11..... money for 12..... transactions. This may include depositing a cheque you receive, taking out cash with your debit card, or setting up direct deposit for your 13.....

Checking accounts are one of the most 14..... bank accounts, meaning you have easy access to your money. They often allow 15..... deposits and withdrawals.

The 16..... purpose of a checking account is to hold your money in a secure place for the short 17....., so it's available when you need it to pay your bills and other expenses. You can have your paycheck sent to your checking account (known as direct deposit) and then move a portion of your 18..... to a savings or investment account where it can grow over time.

Checking accounts shouldn't be used for long-term goals, such as saving for a house, since you earn a low 19..... rate, averaging about 04%. However, some banks may 20..... a variety of tiers for their checking accounts so there is always the chance to earn slightly more interest if you keep more money in your account.

(Extracted from: <https://www.cnbc.com/select/what-are-checking-accounts/>)

Question 03

Fill in the blanks with the most suitable coordinating conjunction from those given below.
(05 marks)

[for, and, nor, but, or, yet, so]

1. The HR team wanted to increase wages, the higher management refused.

2. Heaters are redundant in the tropics, our office building has three of them.
3. The increasing electricity cost has made using elevators expensive, the management has requested staff to use the stairs.
4. The CFO will be late to work, he has a site visit.
5. Most employees do not like field visits, do they like working overtime.
6. She wanted a promotion, her performance has been poor.
7. The department performed well, they received a bonus.
8. For the extra time they worked this week, the employees were offered overtime payments 02 days of leave.
9. It is good for undergraduates to do part-time jobs, they need experience.
10. He's an excellent worker. He is hard-working, punctual, quick to adapt.

Question 04

Put the following jumbled sentences in the correct order to form cohesive paragraphs. (05 marks)

Para 01

- a. Limit the discussion time, take notes, and define clear action points to be followed afterwards.
- b. Some tips to make meetings more productive include having an agenda and sharing it before the meeting.
- c. A recent study in the USA revealed that workers spend an average of two hours a week in pointless meetings.
- d. However, meetings are also important for connecting colleagues, sharing ideas, and for fostering innovation and creativity.
- e. Two hours per person per week has been estimated at \$400 billion per year of lost productivity.

Correct Order:,,,,

Para 02

- a. Small talk can be about almost any matter in the world, so long as it is appropriate.
- b. Most people take short breaks during the work day to converse with others, and business employees aren't exceptions.
- c. Unacceptable small-talk subjects or small topic matters that are offensive and/or unsuitable, should be avoided at all costs, as they can put business relationships in danger and cause people to be removed from their positions.
- d. Small talk, or non-official talk that's intended to provide a break from official conversation, is often used by business professionals.
- e. Topics such as the weather, weekend plans, and sports are all acceptable small talk subjects.

Correct Order:,,,,

(Adapted from: <https://lingua.com/businessenglish/reading/>)

Question 05

Read the following passage and answer the questions given below it. (10 marks)

Investing

Stocks, bonds, and other investments are ultra-useful financial tools that allow investors (or anyone willing to make educated, cash-backed financial decisions) to increase their worth and become part of today's fast-moving business landscape.

Stocks are pieces of ownership of publicly traded companies that clients purchase with the hopes of turning a profit, and (ideally) after conducting much research as to a company's revenues, business model, and more. Stocks are purchased through the stock exchange, and specifically, through a stockbroker, brokerage firm, or licensed trading website.

Shares of a company are always being bought and sold by individuals, and accordingly, there's never any delay in processing a transaction. A company's stock price will conceivably rise following positive reports and profit data, and as a result, individuals who purchased a stock at a lower price will benefit from this price increase (as the shares they bought will each be worth more). Some stocks also pay dividends, or small, scheduled payments, to clients.

Bonds are essentially pieces of debt purchased by clients in exchange for interest. Government bonds can be bought for set prices, and after they've matured, investors can claim more money than they input initially; their benefit is obvious, and for the government, the perk of having liquid cash is significant. Corporate (company-issued) and municipal (state or local-government-issued) bonds similarly provide short-term cash for the issuers and long-term boosts for investors. As was indicated, however, many bonds cannot be freely backed

out of (as stocks can), and investors who sell before maturation will be subjected to penalties of varying severity.

Investing smartly in stocks and bonds is a great way to increase one's worth, plan for retirement, and play an active role in the financial landscape.

(Extracted from: <https://lingua.com/businessenglish/reading/stock-market/>)

1. Find synonyms for the following words from the passage above. (07 marks)

- a. extremely-
- b. punishments-
- c. supported-
- d. income-
- e. carrying out-
- f. therefore-
- g. pause-
- h. value-
- i. increase-
- j. instruments-
- k. path-
- l. particularly-
- m. basically-
- n. at first-

2. Complete the following statements with the information given in the passage above. (03 marks)

- a. A smart way to increase your personal wealth is
- b. Directly buying stocks/ shares from a company isfor an individual.
- c. The benefit gained from bonds by the investors is

Question 06

Read the following passage and answer the questions given below it. (10 marks)

Laksala targets Rs 550m in revenue this year

Recreating the golden era of Laksala (Sri Lanka Handicrafts Board) again, the institute is on line to achieve Rs. 550 million in revenue by the end of this year, said State Minister of Small Industries, Prasanna Ranaweera.

He said that they have already achieved a revenue of Rs. 250 million in the first half and with a lucrative tourism season on the cards they will certainly go beyond the Rs. 550 million targeted revenue mark.

Paying a tribute to Tour Guides in Sri Lanka he said that they supported Laksala by contributing nearly 80% of sales volume. "This helped us to improve the local handicraft industry which was facing tremendous difficulties for some considerable years."

He said this at an event hosted by Laksala in Colombo to reward the Sri Lankan Tour Guides Association (SLINT GL) for bringing in large crowds of tourists to patronise Laksala outlets Island wide.

State Minister Ranaweera said that Laksala is not merely a trading outlet chain but it is the national arm to facilitate the small industrialists to develop their products along with the assistance of the National Design Centre and National Crafts Council. He said the three Chairmen of these institutions under his ministry have been advised to work closely with the Industrial Development Board (IDB) and Sri Lanka Tourism to provide a helping hand to the small industry.

The new Chairman of Laksala Rushan Marambe said that when the country is focusing on Production Economy and Export Economy; both objectives are being fulfilled by the Sri Lanka Handicrafts Board - Laksala.

"We help the local traditional small scale handicrafts producers to sustain and develop their industry while earning foreign currency by exporting this produce through direct tourists. He said over 95% of purchases are made by tourists and the bigger portion of the balance 5% is although purchased by locals they buy them for gifting foreigners and therefore this industry is almost meant for exports.

"It is our duty to protect and support the craftsmen in Sri Lanka and convert these small-time industrialists to highly potential small entrepreneurs and further develop them to medium scale. The groundwork for this plan has already begun at the office," he said.

Laksala has identified most potential areas such as Colombo, Kalutara, Galle, Matara, Rathnapura, Gampaha, Kandy, Matale, Kurunegala, Anuradhapura, Polonnaruwa and Jaffna to commence this project.

He said that Laksala has almost streamlined its payment system and an improved methodology has been implemented to pay suppliers on time. He said with a thorough analysis, 750 fast moving Store Keeping Units (SKUs) have been identified under eight product categories to be available in showrooms based on different requirements at particular locations.

Marambe said that he will closely monitor the supply chain segment of this operation and ensure improved product availability at all showrooms for all walk-in customers to be delighted in the future.

(Extracted from <http://www.sundayobserver.lk/2023/08/20/business/laksala-targets-rs-550m-revenue-year>)

1. Why does the minister state that Laksala will exceed the targeted revenue mark by the end of the year?

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2. What is the contribution made by tour guides to the revenue of Laksala?

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3. Name 02 government institutions that support small industrialists to develop their products.

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4. How does Laksala earn foreign currency?

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5. Name 02 steps taken by Laksala to increase its efficiency.

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