



UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree Programme 1000 Level Semester I

End Examination (November / December 2021)

Academic Year 2021/2022

BBA 11053 – Business English

Duration : Three hours

The Question Paper contains 09 questions.

Answer all questions on the paper itself. DO NOT use additional paper (other than rough papers).

For Examiner's Use Only			
Question No.	Maximum Marks	Marks Obtained	
		Examiner 01	Examiner 02
1	15		
2	6		
3	5		
4	5		
5	9		
6	5		
7	5		
8	10		
9	10		
Total Marks	70		

Question 01 (15 marks)

I. Fill in the blanks with the most suitable form/ tense of the verb given in brackets. (05 marks)

1. Every meeting (need) a chairperson.
2. We (hope) to find a new market for these luxury products.
3. He (wait) for the Managing Director when the Head of the Department called him.
4. For the time being, the company (plan) to operate with limited staff.
5. Mr. Kulasekara (be) our Bank Manager at the moment.
6. Our company (start) business in 1995.
7. These customers (purchase) our machines for over a decade.
8. Without any reason the customer returned the goods that we (delivered).
9. "Mr. Rathnasiri (call) you back shortly".
10. "We are happy to inform you that we (establish) a new branch in Kandy".

II. Underline the most suitable form of the verb to fill the blank. (05 marks)

1. Last year, I in many interesting projects.
 - a. have been working
 - b. have worked
 - c. worked
 - d. had worked
2. Right now, I in any project.
 - a. am working
 - b. am not working
 - c. have not been working
 - d. do not work

3. Person A: Is this a good time to speak with you?
Person B: Not really, I very busy right now.
- am being
 - have been
 - am
 - am not
4. Mr. Rajarathnam to a product launch, until he went to the product launch of Dilman last week.
- have never been
 - never been
 - was never
 - had never been
5. Janajaya Pvt. Ltd was one of our biggest competitors, but they bankrupt last year.
- went
 - had gone
 - have gone
 - were going
6. Recent efforts the company have been successful.
- save
 - to save
 - saved
 - saving
7. By 2030, Zenora the electronic appliances market completely.
- will take over
 - will be taking over
 - will have taken over
 - will have been taking over
8. The Assistant Manager several bid applications from suppliers, before the project was cancelled.
- had already received
 - has already received
 - have already received
 - received
9. The recent survey shows that the consumer base of Detrax
- has grown
 - is growing
 - both a and b
 - none of the above

10. Person A: how is the new recruit doing?

Person B: Right now, he to get familiar with our process.

- a. tries
- b. is trying
- c. has tried
- d. has been trying

III. Turn the following positive statements into negative statements. (05 marks)

1. Knowing how to handle conflict is an important professional skill.

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2. Conflict management appears to be easy and simple.

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3. The duties of a manager evolve rapidly and continuously.

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4. Agile working is just about allowing employees to work from home and decide their own working hours.

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5. Sri Lanka had been a fast developing country just a few years ago.

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6. The world will be facing a major economic crisis in the years to come.

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7. The tea industry has been growing rapidly during the last 20 years.

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8. Budget 2022 signals policy discontinuity in terms of maintaining mainstream corporate tax rates and investment incentives.

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9. Lawmakers considered increasing the import levy to enable vehicle spare part imports.

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10. Work on the Port City Project will transform the country's business landscape.

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Question 02

Read the following passage and answer the questions given below it. (06 marks)

NSB among top 10 women-friendly workplaces

The National Savings Bank (NSB) was recognised among the top 10 Women-Friendly Workplaces at the first Women Friendly Workplace Awards (WFWP Awards) 2021 jointly pioneered by Satynmag.com, and CIMA Sri Lanka held at the Cinnamon Grand recently.

The awards were audited by Ernst & Young to ensure a fair and accurate result.

NSB, being one of the leading banks in Sri Lanka, always believes that banks have a substantial role to play in empowering women in all aspects.

NSB encourages and empowers women in the bank by providing enormous opportunities to provide a better service to the nation while being successful in the role that they play at the home front as well.

NSB encourages women in the society by supporting them to inculcate the habit of savings and thereby encourage them to be financially independent and shoulder the multiple responsibilities entrusted to her as a woman with confidence.

Despite the heightened uncertainty due to the impact of Covid-19, the performance of the Bank over the years was characterised by strength and resilience with the leadership of the Chairperson Keasila Jayawardena.

The workforce, with a 55% female contribution, helped to achieve the highest ever Profit Before Tax and Profit After Tax in 2020. Sixty-three percent of the workforce between 18 and 35 years of age are females.

Program Manager, Women in Work - Sri Lanka at IFC, Sarah Twigg was the chief guest while the guest of honour was Senior Additional Solicitor General, Farzana Jameel PC.

(Extracted from: <https://www.sundayobserver.lk/2021/11/21/business/nsb-among-top-10-women-friendly-workplaces>)

1. Who are the organisers of the first WFWP awards?

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2. What is the percentage of the female participation in the workforce?

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3. Why does NSB support women to adopt the practice of saving?

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Question 03

Fill in the blanks with the most suitable coordinating conjunctions (for, and, nor, but, or, yet, so). (05 marks)

“The best boss I ever had.” That’s a phrase most of us have said 1..... heard at some point, 2..... what does it mean? What sets the great boss apart from the average boss? The literature is rife with provocative writing about the qualities of managers and leaders 3.....whether the two differ, 4..... little has been said about what happens in the thousands of daily interactions 5..... decisions that allows managers to get the best out of their people and win their devotion.

(Extracted from: <https://hbr.org/2005/03/what-great-managers-do>)

Today's overall focus is on technology. 6. business phone calls, 7. phone calls intended to discuss deals, agreements, and any other information of professional significance are important 8..... often-utilized, 9..... they allow experts from a number of different companies and organizations to completely understand one another. Like many other aspects of business, phone calls include quite a few variables 10..... elements that should be considered by those involved.

(Extracted from: <https://lingua.com/businessenglish/reading/business-phone-calls/>)

Question 04

Fill in the blanks with the most suitable word from those given in the brackets. (05 marks)

(loan, bonus, fleet, rent, produce, slogan, donate, supplies, agency, investing)

1. We're trying to think of a new for our business, so suggestions are welcome.
2. She didn't have enough money to study, so she got a student from the government.

3. He made a fortune by establishing a of Cadillac taxis here in town.
4. Raveen got a of Rs.25,000 at work because he was the top salesman of the month.
5. The for our apartment is going to increase by over 10%, so we have decided to move out.
6. The factories of Asia the majority of electronic equipment sold in stores in this country.
7. She works as a sales rep for an advertising
8. While supposedly a peaceful country, Canada actually many countries with weapons of war and destruction.
9. He believes that everyone should 1% of their earnings to charity.
10. He lost a lot of money in the property market.

Question 05

Read the following passage and answer the questions given below it. (09 marks)

On-the-Job Training

On-the-job training (OJT) means having a person learn a job by actually doing it. Every employee, from mailroom clerk to CEO, gets on-the-job training when he or she joins a firm. In many firms, OJT is the only training available. (Or worse: All too often the supervisor simply says, Here's your desk; get started.)

Types of on-the-job training

The most familiar on-the-job training is the coaching or understudy method. Here, an experienced worker or the trainee's supervisor trains the employee. This may involve simply acquiring skills by observing the supervisor, or (preferably) having the supervisor or job expert show the new employee the ropes, step-by-step. On-the-job training is part of multifaceted training at The Men's Warehouse. It combines on-the-job training with comprehensive initiation programs and continuing-education seminars. Every Men's

warehouse manager is accountable for the development of his or her direct subordinates. Job rotation, in which an employee (usually a management trainee) moves from job to job at planned intervals, is another OJT technique. Special assignments similarly give lower-level executives first-hand experience in working on actual problems. It is important that employers don't take the success of an on-the-job training effort for granted. Instead, the employer should formally plan out and structure the OJT process and experience. Train the trainers themselves (often the employees supervisors), and provide the training materials. Trainers should know, for instance, the principles of motivating learners. Because low expectations may translate into poor trainee performance, supervisor/trainers should emphasize their high expectations. Many firms use peer training for OJT; for instance, expert employees answer calls at selected times during the day or participate in in-house radio programs to answer their peers call-in questions about technical aspects of doing their jobs. Others use employee teams (instead of training professionals) to analyse the jobs and prepare training materials. The employees, already job experts, reportedly conduct task analyses more quickly and effectively than training experts do.

Apprenticeship Training

Apprenticeship training is a process by which people become skilled workers, usually through a combination of formal learning and long-term on-the-job training. It traditionally involves having the learner/apprentice study under the tutelage of a master craftsperson. When steelmaker Dofasco discovered that many of their employees would be retiring during the next 5 to 10 years, the company decided to revive its apprenticeship training. Applicants are pre-screened. New recruits then spend about 32 months in an internal apprenticeship training program, learning various jobs under the tutelage of experienced employees. The U.S. Department of Labour's National Apprenticeship System promotes apprenticeship programs. More than 460,000 apprentices participate in 28,000 programs, and registered programs can receive federal and state contracts and other assistance. *(Extracted from text compiled by Ms. Savritri Dias)*

1. Name two OTJ techniques mentioned in the text. (02 marks)

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2. What are the 03 things that an employer should do to ensure the success of OTJ training? (03 marks)

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3. What are the two elements of apprenticeship training that can be commonly seen? (02 marks)

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4. How does the U.S. Department of Labour's National Apprenticeship System support apprenticeship programs? (02 marks)

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Question 06

The following are sentences taken from various business emails. Complete the sentences using the most suitable of the phrases given in brackets. (05 marks)

[due to unavoidable circumstances, please do not hesitate/ I am afraid, I am looking forward to/ I am writing to you/ does not seem to be correct/ to answer your first question/ in arranging the discussion/ please/ to do business with you]

1.
.....about the meeting last week.
2. I regret to inform you that the order has been cancelled
.....
3.
.....to phone us if you have any inquiries.
4.
..... I have to attend an overseas conference on that day.
5. It was a great pleasure.....
.....
6.
.....receiving your comments on the report we have submitted.
7. The amount you have sent
.....
8. Our apologies for the delay
.....
9.see
the information below.
10.
....., the meeting shall not be conducted on Monday.

Question 07

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

- a. Mr. Ford had an office on the second floor so he could watch the whole line.
- b. He thought about the process flow; beginning with raw materials and finishing with a happy customer driving a new car.
- c. Henry Ford hated waste, so his ambition was to produce the most efficient production line for making his Model T cars.
- d. If he saw that a part of the line was too slow or workers had to move too quickly, he would change the system until it was more efficient.
- e. In Michigan, USA in 1913, Henry Ford created a moving, assembly line to produce cars.
- f. Every worker had a different job and the cars moved through the factory past each workstation.

Correct order:,,,,,

- a. He stepped down from his CEO position in January 2000, but continued as chairman and chief software architect.
- b. He also takes time to focus on climate change, global health and development, and education.
- c. In February 2014 he stepped down as chairman of Microsoft and put more effort into a charity founded by him and his wife, The Bill and Melinda Gates Foundation.
- d. Bill Gates was chairman of the company and Chief Executive Officer (CEO).

Correct order:,,,

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

Question 09 (10 marks)

You are the Marketing Manager of Yacht Pvt. Ltd. The company usually collects sales reports and the marketing plan for the following quarter from the Regional Sales Managers in the middle of the last month of the quarter. However, the Board of Directors has decided to change this practice and collect **sales reports once every six months** and the **marketing plan every quarter**. Write an **email to the Regional Sales Managers to inform about this change**. Use the business email format and include all the necessary details. **NOTE: Maximum 100 words. Use the space given below.**

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