



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

No. of Pages : 16
No. of Questions: 09
Total Marks :70

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

2000 LEVEL FIRST SEMESTER END EXAMINATION – AUGUST / SEP.
2023

Three Hours

BBA 21053- Advanced Business English

Academic Year 2022/2023

Instructions

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

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For Examiner's Use Only			
Question No.	Maximum Marks	Marks Obtained	
		Examiner 01	Examiner 02
1	05		
2	05		
3	05		
4	10		
5	05		
6	10		
7	10		
8	10		
9	10		
Total Marks	70		

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Question 01

Underline the most suitable form of the verb given to fill in the blanks. (05 marks)

1. There is no need (hire) a new executive.
2. The HR team just (conclude) their meeting.
3. The CEO (fly) to London on 30th September.
4. "I (not/ see) such a keen job applicant in years", said the chair of the panel.
5. The Management currently (consider) several acquisitions.
6. Generally, no company (want) to spend large amounts of money on CSR.
7. Business conditions (not/ improve) much in the next financial year.
8. The Manager said the team (finish) by the end of the workday.
9. They (interview) candidates since morning.
10. Exec Ltd. (cease) operations last year.

Question 02

Underline the conjunction most suitable to fill the blank. (05 marks)

1. With the new Central Bank of Sri Lanka Act, the CBSL's ability to print money will be extremely limited it will only be allowed under exceptional situations.
 - a) but
 - b) yet
 - c) so
 - d) and

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2. The Finance Minister said the government had identified a large part of the population who should be paying taxes but do not., new laws would be introduced.
 - a) In addition
 - b) Also
 - c) Therefore
 - d) For
3. A coach is sometimes compared to a mentor and a consultant. unlike having a mentor, working with a coach is normally for a short, specified amount of time.
 - a) In spite of
 - b) However
 - c) Otherwise
 - d) Despite
4. Conflict management can be challenging;, people who do it well are highly valued by their colleagues and companies.
 - a) despite
 - b) otherwise
 - c) on the contrary
 - d) thus
5. A 2021 World Health Organization study found that working 55 or more hours per week, compared to 35-40 hours, is associated with a 35% higher risk of heart attack a 17% higher risk of dying from heart disease.
 - a) also
 - b) and
 - c) furthermore
 - d) undoubtedly
6. The CEO was caught embezzling money;, it came as no surprise that he was fired.
 - a) so
 - b) similarly
 - c) further
 - d) undoubtedly
7. The company raised the price too high., investors withdrew their offer.
 - a) Nevertheless
 - b) In contrast
 - c) Consequently
 - d) Meanwhile

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8. The Finance Ministry will take necessary action to create changes to the Excise Ordinance to cancel the licenses of the manufacturers who avoid paying taxes., steps will be taken to cancel the liquor license of the liquor shops selling alcohol without the sticker.
- a) Moreover
 - b) Besides
 - c) Meanwhile
 - d) Hence
9. President said the poorer countries needed to meet the needs and challenges of the modern world, are faced with the disturbing trend of the migration of youth and experts alike.
- a) eventually
 - b) yet
 - c) in addition
 - d) further
10. Many Northerners left the country due to the 1956 language policy. However, it was not only the minorities who suffered from the official language policy., many public servants from all communities of that time, trained in English, had to learn Sinhala.
- a) For instance
 - b) Furthermore
 - c) Moreover
 - d) Additionally

Question 03

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

[crises, development, both, prevent, debt, policies, commodity, financial, external, weak]

What kind of financial assistance does the IMF offer?

Unlike 1..... banks, the IMF does not lend for specific projects. Instead, the IMF provides financial support to countries hit by 2..... to create breathing room as they implement policies that restore economic stability and growth. It also provides precautionary financing to help 3..... crises. IMF lending is continuously refined to meet countries' changing needs.

Why do crises occur?

The causes of crises are varied and complex. They can be domestic, external, or 4.....

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Domestic factors include inappropriate fiscal and monetary 5....., which can lead to large current account and fiscal deficits and high public 6..... levels; an exchange rate fixed at an inappropriate level, which can erode competitiveness and result in the loss of official reserves, and a weak 7..... system, which can create economic booms and busts. Political instability and 8..... institutions also can trigger crises.

External factors include shocks ranging from natural disasters to large changes in 9..... prices. Both are common causes of crises, especially in low-income countries. With globalization, sudden changes in market sentiment can result in capital flow volatility. Even countries with sound fundamentals can be severely affected by economic crises and policies elsewhere.

The COVID-19 pandemic was an example of 10..... shock affecting countries across the globe.

(Extracted from: <https://www.imf.org>)

Question 04

Change the direct speech in the following statements to indirect speech/ reported speech. (10 marks)

1. Alumex Managing Director Pramuk Dediwela commented, "We are proud to be able to support the inspirational efforts of the students of Moratuwa University and wish them well on their journey ahead."

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2. Monisha Abraham stated, "The Distributors Awards was more than just a ceremony; it was a reflection of the profound commitment."

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3. The business Head for Asia Pacific and Country Head for Virtusa Sri Lanka says, "This achievement demonstrates Virtusa's continued commitment to ensuring our people remain front and centre of our operation."

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4. A fisheries community representative from the Nayaru village said, "The fishermen who have lived in the area for many years have faced many problems."

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5. "The government has no plans whatsoever to increase the prices of eggs and chicken in the future.," said Agriculture Minister Mahinda Amaraweera.

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6. The Government said, "We will not let the essential goods prices increase."

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7. "Immediate actions to tackle the exodus of doctors, particularly specialists, have become increasingly difficult," the source said.

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8. "It will be a huge challenge as we printed Rs. 3 trillion over the past few years for various government expenses," Acting Finance Minister Ranjith Siyambalapitiya stated.

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9. The TEC report said, "The tyre number should be recorded during the production process."

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10. NLDB chairman stated, "Residents in apartments can collectively make a request for a specific time and days of the week for milk delivery."

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Question 05

Change the following active voice sentences into passive voice. (05 marks)

1. They held the event at the Sampath Bank's corporate office recently, with the participation of senior dignitaries from the BOI and Sampath Bank PLC.

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2. Alumex had provided vital support to Team Falcon Racing, the masterminds behind Sri Lanka's first formula electric car.

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3. CTC has been recognising the accomplishments of its distributors for over 30 years.

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4. LMD Magazine named Virtusa the leader in the technology sector for yet another consecutive year.

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5. The Sri Lankan government is charging Sugar-Sweetened Beverage taxes to reduce beverage consumption.

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6. The Acting Secretary to the President will issue a gazette declaring electricity, petroleum, and health services as essential services.

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7. Foreign countries are offering higher salaries and better accommodations to Sri Lankan doctors.

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8. The government will be introducing new laws to widen the tax base.

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9. The Excise Department is investigating the scam related to liquor bottle security stickers.

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10. The Cabinet has approved a Rs. 566 million tender to supply tyres to the Sri Lanka Transport Board.

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Question 06

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

What Is the Stock Market?

The term stock market refers to several exchanges in which shares of publicly held companies are bought and sold. Such financial activities are conducted through formal exchanges and via over-the-counter (OTC) marketplaces that operate under a defined set of regulations.

Understanding the Stock Market

The stock market allows buyers and sellers of securities to meet, interact, and transact. The markets allow for price discovery for shares of corporations and serve as a barometer for the overall economy. Buyers and sellers are assured of a fair price, high degree of liquidity, and transparency as market participants compete in the open market.

A stock market is a regulated and controlled environment. In the United States, the main regulators include the Securities and Exchange Commission (SEC) and the Financial Industry Regulatory Authority (FINRA).

The earliest stock markets issued and dealt in paper-based physical share certificates. Today, stock markets operate electronically.

How the Stock Market Works

Stock markets provide a secure and regulated environment where market participants can transact in shares and other eligible financial instruments with confidence, with zero to low operational risk. Operating under the defined rules as stated by the regulator, the stock markets act as primary markets and secondary markets.

As a primary market, the stock market allows companies to issue and sell their shares to the public for the first time through the process of an initial public offering (IPO). This activity helps companies raise necessary capital from investors.

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A company divides itself into several shares and sells some of those shares to the public at a price per share. To facilitate this process, a company needs a marketplace where these shares can be sold, and this is achieved by the stock market. A listed company may also offer new, additional shares through other offerings at a later stage, such as through rights issues or follow-on offerings. They may even buy back or delist their shares.

Investors will own company shares in the expectation that share value will rise or that they will receive dividend payments or both. The stock exchange acts as a facilitator for this capital-raising process and receives a fee for its services from the company and its financial partners. Using the stock exchanges, investors can also buy and sell securities they already own in what is called the secondary market.

The stock market or exchange maintains various market-level and sector-specific indicators, like the S&P (Standard & Poor's) 500 index and the Nasdaq 100 index, which provide a measure to track the movement of the overall market.

What Are the Functions of a Stock Market?

The stock market ensures price transparency, liquidity, price discovery, and fair dealings in trading activities.

The stock market guarantees all interested market participants have access to data for all buy and sell orders, thereby helping in the fair and transparent pricing of securities. The market also ensures efficient matching of appropriate buy and sell orders. Stock markets need to support price discovery where the price of any stock is determined collectively by all its buyers and sellers. Those qualified and willing to trade should get instant access to place orders and the market ensures that the orders are executed at a fair price.

Traders on the stock market include market makers, investors, traders, speculators, and hedgers. An investor may buy stocks and hold them for the long term, while a trader may enter and exit a position within seconds. A market maker provides necessary liquidity in the market, while a hedger may trade in derivatives.

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

1. Find synonyms for the following terms from the passage above. (05 marks)

- a) official:
- b) negotiate:
- c) controller:
- d) released:
- e) safe:
- f) qualified:
- g) inaugural:
- h) assist:
- i) remove/ exclude:
- j) clear:

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2. Complete the following statements with the information given in the passage. (05 marks)

- a) Of the many types of companies, only can trade their shares on the stock exchange.
- b) The stock exchange is not only a marketplace for shares, it can also act as a
- c) Fair trading and transparency are guaranteed in the stock exchange because it is
- d) A secondary transaction that can take place in the stock exchange is
- e) Those who transact with derivatives are named

Question 07

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

Are returnee migrant workers equipped for migration triumph?

Returnee migrant workers often possess a wealth of knowledge and skills acquired during their time overseas, leading them to feel adequately equipped for the global job market. However, in today's rapidly evolving international job market, adaptability and acquiring new skill sets are essential for sustained career growth. Relying solely on existing skills can lead to complacency and hinder long-term prospects.

Continuous up-skilling can open doors to more stable and higher-earning employment opportunities. The Global Compact for Safe, Orderly, and Regular Migration (GCM) also underscores the necessity to invest in skills development and promote mutual recognition of skills, qualifications, and competencies.

A recent study by the Institute of Policy Studies of Sri Lanka (IPS) for Skilled and Resilient Migrant Workers (SRMW) project focusing on 511 returnee migrants in Sri Lanka revealed that among the surveyed participants, 56% of respondents had taken steps towards re-migration, and 193 are considering re-migration in 2023. Among them (of 193), 68% have not pursued further formal training. Moreover, 84% of these respondents believed their current skills were sufficient for overseas employment. As Sri Lanka unveils its Labour Migration Policy 2023-2027, it is timely to shed light on the importance of skill development for re-migration.

In Sri Lanka, migration is looked upon as a promising pathway to improved job opportunities, as evident from the recent long queues at passport offices. A significant proportion of Sri Lankan migrant workers were in semi-skilled and low-skilled categories (see Figure 1). Most labour migrants are concentrated in Middle Eastern countries, which are common destinations for both skilled and unskilled workers. This aligns with the study findings, which indicated that many of these migrants were engaged in elementary occupations (domestic workers and other low and semi-skilled categories) during their recent overseas employment.

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Although most re-migrants from Sri Lanka have been employed in lower-skilled jobs, they have great potential to improve their prospects by acquiring new skills through upskilling.

However, the practice of upskilling is not widespread among this group. For example, Sri Lanka predominantly relies on foreign domestic workers among its migrant workers. However, there is a growing demand for specialised services like nursing and elderly care. These specialised jobs often offer better pay than foreign domestic workers. Enhancing the skills of returning domestic workers can open up job opportunities in sectors beyond domestic work, particularly in healthcare.

Ms Manike, who pursued a small coir business after her recent migration, is now facing economic difficulties that have led her to consider re-migration. However, she hesitates to participate in skill development programs, driven by her immediate need to generate income through migration and her confidence in her past experience. Therefore, her primary focus is on addressing urgent financial needs, leaving limited space for dedicating time and effort to upskilling.

Similar to Manike's perspective, most returnee migrant workers planning to re-migrate believe their previous training or experience from overseas would suffice, overlooking the need for continuous skill upgrading. In scenarios where re-migration is not voluntary but a necessity due to compelling circumstances, individuals may be forced to re-migrate without the opportunity or motivation to upgrade skills to pursue better employment opportunities overseas.

If returnee migrant workers consider upskilling, many often opt for informal training or overlook skill development due to perceived opportunity costs and age-related barriers associated with formal skill training programs available in the country. They fear that dedicating time and resources to formal training might not yield immediate returns on investment, leading them to choose informal learning options instead. Age-related concerns can make some migrant workers reluctant to enroll in formal training, as they feel they are past the ideal age for learning new skills.

Another significant barrier to skills development for returning migrants is the lack of targeted and tailored training programs. For instance, during a Focus Group Discussion (FGD) conducted in Anuradhapura, reluctance to undergo formal training on the grounds that there is no suitable training available in Sri Lanka for the specific machines used while working abroad was cited as an example. As these workers aspire to find better opportunities upon their return, access to advanced and customised training becomes a pivotal factor in their career growth.

(Extracted from: <http://sundayobserver.lk/2023/09/17/business/3568/are-returnee-migrant-workers-equipped-for-migration-triumph/>)

1. Find synonyms for the following terms from the passage above. (05 marks)

- a) cultivated/ learnt:
- b) growing:
- c) steady:

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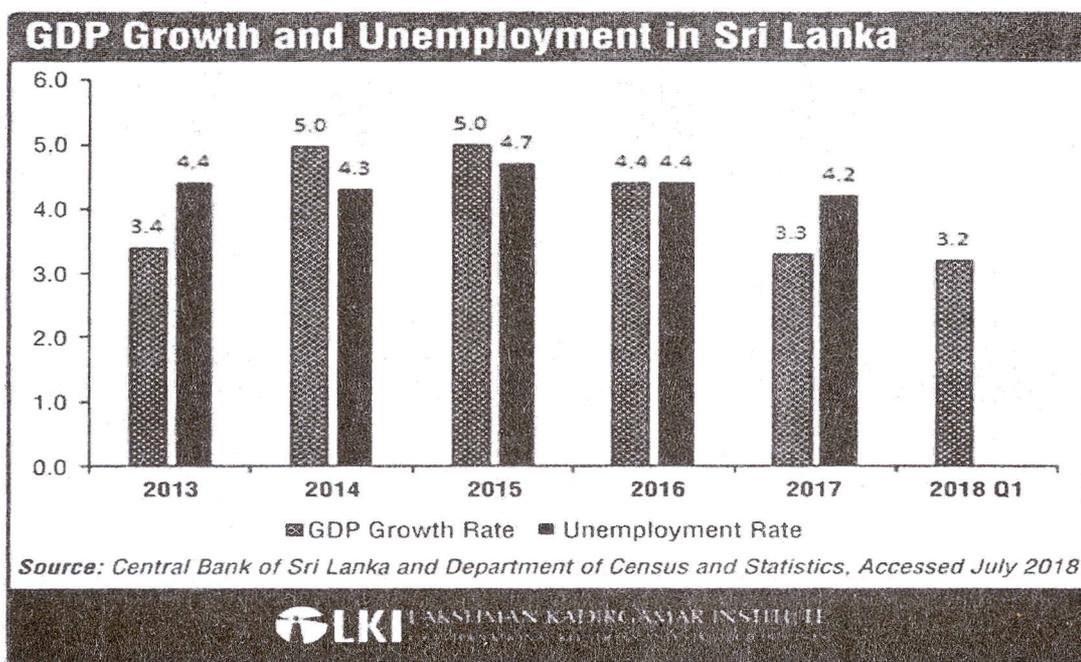
- d) emphasizes/ highlights:
- e) followed:
- f) undivided/ focused:
- g) basic:
- h) be enough:
- i) provide/ give:
- j) key:

2. Complete the following statements with the information given in the passage. (05 marks)

- a) For continuous career development in the international job marketare necessary.
- b) According to the articleprefer to return to foreign countries for work.
- c) Most of the Sri Lankan migrant workers belong to
- d) In the international job market, there is an increasing requirement or
- e) Returnee migrant workers do not spend time improving their abilities because

Question 08

The following chart depicts the GDP growth and unemployment in Sri Lanka from 2013 to 2018. Describe it using about 100 words. (10 marks)



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A series of horizontal dotted lines spanning the width of the page, providing a guide for writing.

