



**UNIVERSITY OF RUHUNA**  
FACULTY OF MANAGEMENT AND FINANCE

No of Pages: 18

No of Questions: 09

Total Marks: 70

**BBA 2101 BUSINESS ENGLISH - II**

BACHELOR OF BUSINESS ADMINISTRATION DEGREE 2000 LEVEL

Three Hours

FIRST SEMESTER END EXAMINATION (NEW SYLLABUS) – DECEMBER, 2015

**Instructions:**

➔ Answer all questions in this paper itself.

Index No:

**For Examiners' Use Only**

Question No	Maximum Marks	Marks Obtained	
		Examiner 1	Examiner 2
1	05	.....	.....
2	05	.....	.....
3	05	.....	.....
4	05	.....	.....
5	05	.....	.....
6 A	10	.....	.....
B	05	.....	.....
7	10	.....	.....
8	10	.....	.....
9	10	.....	.....
<b>Total Marks</b>	<u>70</u>	=====	=====

Examiner's Signature : .....

Date : .....

## QUESTION 01

**Underline the word or phrase which is the closest in meaning to the words underlined.**

The salesman smiled in a superior way and led Mr. Robinson to several shelves of gleaming record-players and amplifiers. Mr. Robinson was astonished when he looked at the price-tags; it seemed that he had under-estimated by a large margin, the cost of all the things he wanted. The salesman launched into a series of highly technical explanations of the merits of various prices of equipment none of which Mr. Robinson could follow. Mr. Robinson hesitantly interrupted and asked if there was perhaps something a little cheaper he could look at. The salesman sniffed; made some disparaging remarks about the sound quality, and took his customer to an obscure part of the shop where there were a lot of sets with knobs and switches. The salesman indicated these, implied that they are much the same, and left Mr. Robinson to choose the most impressive looking set. Mr. Robinson parted with Rs.3200/=, looked regretfully at the shelves of shining equipment he could not afford and went home.

- |                      |   |   |
|----------------------|---|---|
| 1. superior          | - | haughty / scornful / overbearing.             |
| 2. astonished        | - | surprised / frightened / amazed.              |
| 3. under – estimated | - | undervalued / miscalculated / misinterpreted. |
| 4. launched into     | - | moved into / started on / described.          |
| 5. hesitantly        | - | slowly / unwillingly / leisurely.             |
| 6. disparaging       | - | negative / critical / disapproving.           |
| 7. obscure           | - | hidden / far away / gloomy.                   |
| 8. implied           | - | pointed to / displayed / exhibited.           |
| 9. impressive        | - | ornate / gaudy / sophisticated.               |
| 10. regretfully      | - | lovingly / hopelessly / bitterly.             |

( 05 marks)

## QUESTION 02

Fill in the blanks in the following passage with words given in the box.

India has a 250 million population of youth that is higher than the population of the UK or France and there are about 500 million (1). ..... of mobile phone services in the country. But around three-fourths of the (2). ..... live in rural areas (non-urban areas) and the (3).. ..... of the Internet is just around 60 million users. Brand building using the digital media or (4) ..... convergence is a unique challenge to (5). ..... with several complex dimensions to be taken into (6) ..... The urban youth may well be into social networks like Orkut or Facebook, (7) ..... the rural youth may be using SMS to connect with others. There are also other (8). ..... media like cinema and reality shows on TV. "Bollywood" (9) ..... more movies every year and shows like *Kaun Banega Crorepati?* (the Indian version of *Who Wants to Be a Millionaire?*) attract (10) ..... of text messages from mobile users while the show is in progress.

entertainment	population	marketers	millions	penetration
consideration	subscribers	whereas	produces	technological

(05 marks)

## QUESTION 03

Fill in the blanks in the following passage with the suitable form of the words given in brackets.

Consumer learning is the process by which individuals acquire the purchase and (1) ..... (consumption) knowledge and experience they apply to future (2) ..... (relate) behavior. Although some learning is (3)..... (intention), much learning is incidental. Basic elements that (4) ..... (contribute)

to an understanding of learning are (5) ..... (motivation) (drives), cues, response, and (6) ..... (reinforce).

There are two schools of thought as to how individuals learn- (7)..... (behavior) theories and cognitive theories. Both contribute to an (8)..... (understand) of consumer behavior. Behavioral theorists view learning as (9) ..... (observe) responses to stimuli, whereas cognitive (10)..... (theory) believe that learning is a function of mental processing.

( 05 marks)

**QUESTION 04**

**Complete each of the following in such a way that it means exactly the same as the sentences printed before it.**

1. They say he's still looking for the lost bag.

He's said to be .....

2. The boys have been studying music for the last three years and the next will make it four.

By next year the boys .....

3. They should be glad about the reception they got.

The reception they got .....

4. As each key is pressed a letter is formed.

When you .....

5. Estimates show that the world has lost more than a hundred species of animals.

It is estimated that .....

6. If conversation is ignored, the results will be disastrous.

We cannot ignore conservation .....

7. I don't like working late at night but I've got used to it.

I've got used to .....

8. I think you ought to take the clothes in now.

I think it's time for you .....

9. Reports say this is the worst drought we've had in years.

It is said .....

10. Transport facilities are likely to be disturbed during festive season.

It looks as if .....

( 05 marks)

### QUESTION 05

You have decided to conduct a research on food and accommodation facilities available for tourists in the Galle District. The following dialogue shows the interview you had with a hotel manager for this purpose. Complete the dialogue suitably.

(H.M – Hotel Manager / You)

You : Good morning sir.

H.M. : Good morning, take a seat.

You : Thank you sir, I'm Udara Perera and I'm doing a research project on the availability of food and accommodation facilities for tourists in Galle district .

H.M. : It's a great help for us. We need researchers like you, who can really assist us.  
(1) .....

You : Well sir, I need to know facilities available in your hotel.

H.M. : (2) .....

Yes, Udara, I will introduce you to our Front Office Manager who can tell you everything.

You : Ideal Sir. (3) .....

.....?

H.M. : In the Reception over there. Wait, I'll call him. (4) .....

.....?

You : Not so long sir, a couple of hours would do.  
(5) .....

H.M. : Yes, I think he is not busy now. He is free from 9.00 am to about 10.30 am.

You : Is it ok if I meet him now?

H.M. : Yes sure.

You : Thank you so much sir.

H.M. : You're welcome.

( 05 marks)

## QUESTION 06

Read the following passage and answer the questions.

### Rational Versus Emotional Motives

Some consumer behaviorists distinguish between so-called rational motives and emotional motives. They use the term rationality in the **traditional** economic sense, which assumes that consumers behave rationally by carefully considering all alternatives and choosing those that give them the greatest utility. In a marketing context, the term rationality imposes that consumers select goals based on totally objective criteria, such as size, weight, price, or miles per gallon. Emotional motives imply the selection of goals according to personal or subjective criteria (e.g., pride, fear, affection, or status). A recent study found that emotions arising from buying or not buying, when facing an unintended purchase, impact the **impressions** of advertising viewed subsequently. People who gave in when tempted and made an unintended purchase preferred subsequent happiness appeals while those who refrained from buying preferred pride appeals.

Another study **illustrated** that providing unique emotional experiences to customers is crucial in keeping customers of services coming back and recommending the service to others.

Recent studies illustrate the complexity of rational versus emotional motivation during consumption. One study **demonstrated** that when the prices of two chocolate products – a Swiss product known for its superior taste and an American everyday chocolate item – were reduced by the same amount, most consumers bought the high-quality chocolate. However, when the prices were further reduced by the same amount but one that resulted in the lower-quality product being free, most consumers took the free, lower-quality product and gave up the chance to buy the superior chocolate for a ridiculously low price. Apparently, the word free triggered an emotional and irrational buying behavior. Another study illustrated that consumers who had more ambiguous information about a product expected to be happier with their purchases than those who used more specific and detailed information in their purchase. The researchers named this finding “The Blissful Ignorance Effect.”

Obviously, what may appear irrational to an outside observer may be perfectly rational in the context of the consumer’s own psychological field. For example, people who pursue extensive facial cosmetic surgery in order to appear younger use **significant** economic resources (e.g., hefty surgical fees, time lost in recovery, inconvenience, and the risk that something may go wrong) to achieve their goals. For such people, undergoing the surgery, and expending the considerable financial and physical costs required, are perfectly rational decisions to achieve their goals. However, to many other persons within the same culture who are less concerned with aging, and to persons from other cultures that are not so preoccupied with personal appearance, these decisions appear completely irrational.

*(Extracted from “Consumer Behavior”, Tenth Edition .Pg95)*

A.

1. In the passage, it says that consumer behaviorists use the term rationality in the traditional economic sense. What is the assumption of this statement?

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2. How does the term 'rationality' impose in a marketing context?

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3. What is crucial in keeping customers of service coming back and recommending the service to others?

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4. Define "The Blissful Ignorance Effect".

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5. How does buying a product or getting a service become rational or irrational to a customer?

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**(10 marks)**



**B. Write a meaningful sentence in your own words to bring out the meaning of the following words as used in the text. (Don't change the form of the given word)**

1. traditional –

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2. impressions –

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3. illustrated –

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4. demonstrated –

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5. significant –

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**(05 marks)**

**QUESTION 07**

**Ms. Anita Ruberu, a salesgirl in the Matara sales outlet of your company, has been selected as the best salesgirl in Sri Lanka in 2015. As the Sales Manager of the company, write a letter congratulating on her success and assuring her that the Board of Management has decided to present her a Suzuki ALTO car. Also, inform her that she has been promoted to the post of captain of the sales crew in the Furniture Division of the company with effect from 01.01.2016.**

**(10 marks)**

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**QUESTION 08**

**TOPAZ Hotel Ltd has faced a drop in tourist arrivals during the fiscal years 2014/15. You have been appointed to study the issues pertaining to this situation.**

When you observe the hotel, you have found the following issues.

- rooms are small and not comfortable.
- beds are old, small and jerking.
- restaurant looks unclean.
- rude response of workers.
- no wifi and lack of communication facilities .
- swimming pool is used by persons wearing improper suits.
- bar is crowded and noisy.
- workers are poorly paid.
- Most of stewards are on short term contracts.

**Write a report in not less than 200 words, including the above issues and suggesting your remedial strategies to increase tourist arrivals. (Don't exceed this word limit)**

**(10 marks)**

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**QUESTION 09**

Read the following advertisement and write a Resume / CV giving all the relevant information.

(10 marks)

**CHURCH OF THE  
AMERICAN CEYLON MISSION**

Wanted:	<b>Finance Manager</b>
For:	Financial Management for a non-profit organization
Qualifications:	AAT, CIMA, Chartered Accountancy
Experience:	5-10 years depending on qualifications
Salary:	Negotiable
Location:	Jaffna
Apply to:	Treasurer, Church of the American Ceylon Mission, Asia House, Maruthanarmadam, Chunnakam, Or by Email to: <u><a href="mailto:Vmithiran@gmail.com">Vmithiran@gmail.com</a></u>
Deadline:	2 weeks from date of advertisement

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