



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

No of Pages: 14
No of Questions: 09
Total Marks: 70

BBA 1201 BUSINESS ENGLISH - I

**BACHELOR OF BUSINESS ADMINISTRATION DEGREE 1000 LEVEL
SECOND SEMESTER END EXAMINATION – JUNE/JULY, 2015**

Three Hours

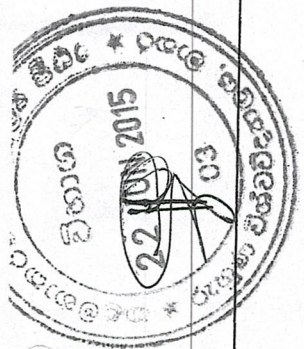
Instructions:

➔ Answer all the questions on this paper itself.

Index No:

For Examiners' Use Only

Question No	Maximum Marks	Marks Obtained	
		Examiner 1	Examiner 2
1	05
2	05
3	10
4	05
5	15
6	05
7	10
8	05
9	10
Total	Marks	70	



Examiner's Signature :

Date :

QUESTION 01

Underline the word or group of words in brackets that is closest in meaning to the underlined words in the sentences.

1. Nothing substantial is recorded about those who take drugs intermittently.
(meaningful / serious / considerable)
2. The new government has made a firm decision to wipe out bribery.
(severe / strong / timely)
3. The message to the employees of the company was communicated by text.
(prepared/conveyed/expedited)
4. Teachers at schools should inculcate good life styles in students to produce a healthy nation.
(fix deeply / unfix / encourage)
5. It is inevitable that some people tend to have narcotics as a mental relief.
(unavoidable / uncontrollable/ unsuitable)
6. The figures given in this report are relatively small.
(extremely/ somewhat/comparatively)
7. A doctor obtains the consent from the patient before a surgery is done.
(praise /support/willingness)
8. Mechanical devices are used to eliminate the risk of injury when lifting weights.
(delay/ control/ remove)
9. The government has introduced a new program to eradicate dengue menace.
(get rid of / beat down/finish up)
10. The developed countries are discussing on how to alleviate poverty in the third world.(lessen/ shorten/ banish)

(05 marks)

QUESTION 02

Complete each sentence with the correct form of the underlined word given at the beginning of each sentence.

1. pay
 - a. You must your monthly instalment in time.
 - b. vouchers can be obtained from the finance branch.
2. administrative
 - a. of this office has become a severe problem due to lack of staff.
 - b. To be an efficient one should possess number of skills.

3. communicate

- a. centres are mushrooming in our area now.
- b. approach is a very popular method among TESL teachers.

4. effect

- a. measures must be taken by the authorities to solve this problem.
- b. The experience and the knowledge our manager possesses help him to manage our firm
.....

5. control

- a. The bad behaviour of some students cannot be
- b. The present situation of the company is out of due to bad decisions.

(05 marks)

QUESTION 03

Fill in the blanks with the suitable form of the verb given in brackets.

- 1. Many business firms (use) electronic media to advertise their products.
- 2. A proper interview must (conduct) by any company to select employees.
- 3. Any employee of a company must pay attention on his/her safety while (work)
- 4. If you(pay) attention to my instructions, you would not have fallen into this trouble.
- 5. When I was in London, I(visit) the Thames.
- 6. I have completed my MBA. I..... (do) it three years ago.
- 7. Before he resigned, he(introduce) a new plan for the promotion of our products.
- 8. Amali (be) our Company Secretary for five years now.
- 9. You have to wait for another fifteen minutes as lunch (prepare) now.
- 10. Print media (use) to promote our goods by our company for the last 20 years.

(10 marks)

QUESTION 04

Fill in the blanks with the following words given in the cage.

relate	advertising	research
primary	initial	variety
actually	domain	general
relations		

Students who major in business administration study a (1) of subjects related to one or all of these (2) functions. Courses in purchasing and manufacturing (3) to the operations function. Courses in accounting and industrial (4) relate to the finance/administration area. While many students study (5) in a school of journalism or communications, advertising is (6) a specialty area within the broad (7) of marketing. Other courses in marketing include marketing (8), consumer behaviour, distribution, and sales management.

Of all the business functions, marketing is the only one whose (9) role is to bring in revenues. Without revenue, of course, a company cannot recover its (10) investment, pay its employees' salaries, grow, or earn a profit. So marketing is very important.

(05 marks)

QUESTION 05

Read the following passage and answer the questions in A, B & C parts.

The Nature of International Business

- A. Our daily lives are strongly influenced by businesses from around the world. But no country is unique in this respect. In truth, we have become part of a global village and have a global economy where no organization is insulated from the effects of foreign markets and competition. Indeed, more and more firms are reshaping themselves for international competition and discovering new ways to exploit markets in every corner of the world.
- B. There are many different forms and levels of international business. Although the lines that distinguish one from another may be arbitrary, we can identify four general levels of international activity that differentiate organizations. A domestic business acquires essentially all of its resources and sells all of its products or services within a single country. Most small businesses are essentially domestic in nature; this category includes local retailers and restaurants, agricultural enterprises, and small service firms such as dry cleaners and hair salons. However, there are very few large domestic businesses left in the world today.
- C. Indeed, most large firms today are either international or multinational companies. An international business is one that is based primarily in a single country but acquires some meaningful share of its resources or revenues (or both) from other countries. Sears fits this description. Most of its stores are in the United States, for example, and the retailer earns around 90 percent of its revenues from its U.S. operations, with the remaining 10 percent coming from Sear's stores in Canada. At the same time, however, many of the products it sells, such as tools and clothing are made abroad.
- D. A multinational business has a worldwide marketplace from which it buys raw materials, borrows money, and manufactures its products and to which it subsequently sells its products. Ford Motor Company is an excellent example of a multinational company. It has design and production facilities around the world. The Ford Focus, for instance, was jointly designed by European and U.S. teams and is sold with only minor variations in dozens of foreign markets. Ford makes and sells other cars in Europe that are never seen in the United States. Ford cars are designed, produced, and sold for individual markets, wherever they are and without regard for national boundaries. Multinational businesses are often called *multinational corporations, or MNCs*.

E. The final form of international business is the global business. A global business is one that transcends national boundaries and is not committed to a single home country. Although no business has truly achieved this level of internationalization, a few are edging closer and closer. For example, Hoechst AG, a large German chemical company, portrays itself as a 'non-national company', Similarly, Unocal Corporation is legally headquartered in California, but in its company literature, Unocal says it 'no longer considers itself as a U.S. company' but is, instead, a 'global energy company,'?

A. Read the paragraphs (A-E) given above and write the letter of the paragraph in which you can find the following information.

1. The openness of international business.
2. A business which does not bound to one country.
3. A business which can find capital and other essentials from a country where it produces and sells products.
4. A business occurs only within a country.
5. A business established in one country and get shares from other countries.

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<input type="checkbox"/>
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B.

1. What do many business organisations do to exploit markets at present?

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2. What are the four general levels of international business?

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.....

3. What is an international business?

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.....

4. Write down three special features of Ford Motor Company.

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5. What are the special features of a global business?

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C. Write synonyms to the following words.

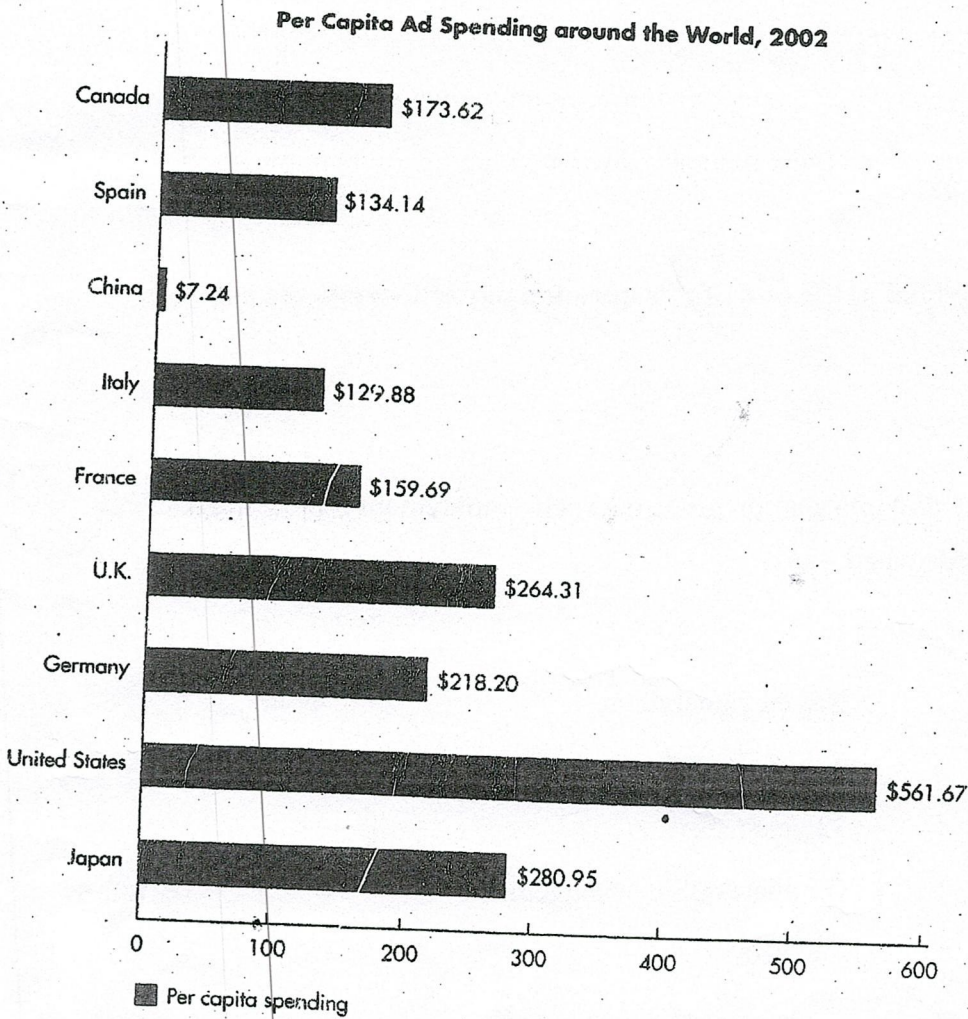
- 1. insulated =
- 2. differentiate =
- 3. revenues =
- 4. manufactures =
- 5. committed =

(15 marks)

QUESTION 06

Observe the following graph on Per Capita Ad Spending around the World in 2002 and describe it in about 100 words highlighting the key points.

(05 marks)



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*** Please use the papers provided at the end of this question paper to write the answers for the questions 08, 09 & 10.**

QUESTION 07

Write a report using the following information given on a self-employment project in about 125 words. **(Don't exceed this word limit)**

Personal Information

Name : Namal Gunarathna

Address : Topaz Garment, Dickwella, Matara

Age : 32 years

Education : Graduate- BSc/ Management

Civil Status : Married

Family	:	wife(teacher) , one son and one daughter -schooling
Occupation	:	Garment Factory Owner.
Information of the Industry		
Commenced	:	2010
Venue	:	own land, 02 acres
Type of products	:	baby garments
Market	:	local, good demand
Income per month	:	More than 03 Million rupees
Work force	:	50
Problems	:	High cost of labour, transport & material/ Government taxes
Future expectation	:	To expand the production & enter the foreign market & give more employment opportunities to the young generation in the area, open two other factories for ladies' garments.

(10 marks)

QUESTION 08

Suppose you are the Sales Manager of FINEWOOD Company, No. 123, Baseline Rd. Colombo and you have supplied some office furniture to AKZO Company, No. 12, Mahawela Rd. Tangalle. You received a letter from the Purchasing Manager of AKZO complaining that the furniture you supplied is damaged during delivery. Write a reply to the Purchasing Manager of AKZO apologising for the fault and promising to send an officer to inspect the damage and replace the goods with new ones. Also, mention that you will pay attention not to let such incidents occur in future.

(05 marks)

QUESTION 09

A cellular phone has become essential equipment for many Sri Lankans today. Many people use it for various activities in their day to day life. However, some people think that it gives both advantages and disadvantages. Write your own opinion regarding the use of cellular phones in about 200 words. (Don't exceed this word limit)

(10 marks)