



008

UNIVERSITY OF RUHUNA**FACULTY OF MANAGEMENT AND FINANCE****Bachelor of Business Administration Degree Programme 1000 Level Semester II****Examination (March 2021)****Academic Year 2020/2021****BBA 1201 – Business English I****Duration : Three hours****The Question Paper contains 09 questions.****Answer all the questions on the paper itself. Do not use extra papers to write answers.**

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

Question 01

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

1. The businessmen (may, conceal) certain important facts in order to complete the deal.
2. Mr. and Mrs. Piyasiri (live) in the same house for thirty years, and they are still living in it.
3. Their lawyer (advise) them to withdraw their case during last week's consultation.
4. The wind (blow) hard when the travellers reached the top of the hill.
5. Next September, we (live) here for three years.
6. Their uncle Harith (write) three books and he is working on another one.
7. I (not/hear) anything from her for a long time.
8. "The Dean (want) to talk to you", he said.
9. My cousin and her husband (live) with her parents.
10. I (learn) English for twelve years.

Question 02

Complete the dialogue suitably. (05 marks)

Secretary – Hello, XYZ corporation, how may I be of help to you today?

(1)Piyal:.....
.....
.....

Secretary – I'm afraid Mr.Yapa is out of the office at the moment. Would you like me to take a message?

(2)Piyal:.....
.....
.....

Secretary – As a matter of fact, he did, he said that a representative from your company might be calling.

(3)Piyal:.....
.....
.....

Secretary – Well, we still haven't received the shipment of goods that was supposed to arrive last Thursday.

(4)Piyal:.....
.....
.....

Secretary – Excellent, I'm sure Mr.Yapa will be pleased to hear that.

Piyal: I am sure it would reach your Headquarters by Monday morning.

Secretary – Thank you, Mr.Samarathunga, we appreciate it very much.

(5)Piyal:.....
.....
.....

Secretary – Sure, if there are any issues, I will call you.

Question 03

Rewrite the following statements in reported speech. (05 marks)

1. "We have been waiting for two hours", the customers told the manager.

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.....

2. A colleague of the HR department said, "The meeting may start early".

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.....

3. Kamal asked, "Where is the station?"

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.....

4. "We've just heard the news", the students said to the teacher.

.....
.....

5. "My grandfather fought in the war", the soldier informed me.

.....
.....

Question 04

Complete the following conditional sentences with the correct form of the verb given in brackets (05 marks)

1. If I had more time, I (do)..... a course in Business English.
2. We (cancel)our order if you don't deliver the goods by Friday.
3. If you execute the order carelessly, they (place/ not) another order with you in the future.
4. If I owned that house, I (paint)..... it a different colour.
5. If Kasun had been rich, he (buy)..... an expensive car.

Question 05

Read the passage given below and answer the questions.

The Stock Market

In conversation, media, and the news, it's common to hear talk of "the market," short for the stock market. And while most everyone knows about the stock market, once again, few actually know what it is, how it functions, and what purposes it serves.

The stock market is the platform through which shares — or pieces of ownership of a company — are bought and sold by investors; investors who own shares of a company are referred to

as shareholders. Thus, the stock exchange allows investors to potentially improve their worth (provided the stock price of their investments increases, or provided they receive dividends, or small, pre-planned payments from a company paid to shareholders), and companies to have the benefit of being publicly operated, and also, for company founders to cash-in on stock (by selling their shares of the company once it goes public).

Trading shares is a relatively straightforward process. Through a licensed stockbroker, brokerage firm, or trading website, one simply places an order for the desired number of stock in a designated company; a small fee is usually paid to the party responsible for performing the trade (be it a person, firm, or website). There is always another individual looking to sell or buy a particular stock, given the magnitude of the exchange, and there are therefore almost never delays in the process. There are also a number of other, more complex stock purchase and sale types for buyers and sellers to choose from.

Anyone who owns stock in a company owns a piece of its assets relative to their share count. For example, a company with a stock limit (which is determined during an IPO, or initial public offering, wherein a company's initial price and stock count are set before it debuts on the exchange), of 100 (hypothetically speaking, of course) would be 25% owned by an individual who possessed 25 shares.

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

Complete the sentences below. Choose NO MORE THAN THREE WORDS from the text for each answer. (05 marks)

1. Individuals with disposable income purchase and sell shares of companies.
..... creates a forum for this process.
2. Increase in stock prices, receipt of dividends, or payments from the company help investors to
3. To acquire shares in a company, the investors must place an order through a licensed stock broker, with a
4. As there are a large number of buyers or sellers at any given time for a specific stock, are rare.
5. At, the owners must set a limit for their stock.

Question 06

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

Toyota Motor Corporation, Japanese **Toyota Jidōsha KK**, is the Japanese parent company of the Toyota Group. It became the largest automobile manufacturer in the world for the first time in 2008, surpassing General Motors. Many of its about 1,000 subsidiary companies and affiliates are involved in the production of automobiles, automobile parts, and commercial and industrial vehicles. Headquarters are in Toyota City, an industrial city east of Nagoya, Japan.

In 1933 Toyoda Kiichiro founded what later became the Toyota Motor Corporation as a division of the Toyoda Automatic Loom Works, Ltd. (later Toyota Industries Corporation, now a subsidiary), a Japanese manufacturer founded by his father, Toyoda Sakichi. Its first production car, the Model AA sedan, was released in 1936. The following year the division was incorporated as the Toyota Motor Company, Ltd., headed by Kiichiro. (The company's name was changed to Toyota, which has a more pleasing sound in Japanese.) Toyota subsequently established several related companies, including Toyoda Machine Works, Ltd. (1941), and Toyota Auto Body, Ltd. (1945). During World War II the company suspended production of passenger cars and concentrated on trucks. Faced with wrecked facilities and a chaotic economy in the aftermath of World War II, the company did not resume making passenger cars until 1947 with the introduction of the Model SA.

By the 1950s Toyota's automobile production factories were back in full operation, and to gain competitiveness the company began a careful study of American automobile manufacturers, owing to perceived U.S. technical and economic superiority. Toyota executives toured the production facilities of corporations, including the Ford Motor Company, to observe the latest automobile manufacturing technology and in turn implemented it in their own facilities, yielding a nearly immediate increase in efficiency. In 1957 Toyota Motor Sales, U.S.A., Inc., was established, and the following year the company released the Toyopet sedan, its first model to be marketed in the United States; it was poorly received because of its high price and lack of horsepower. The Land Cruiser, a 4 × 4 utility vehicle released in 1958, was more successful. In 1965 the Toyopet, completely redesigned for American drivers, was re-released as the Toyota Corona, marking the company's first major success in the United States.

(extracted from: <https://www.britannica.com/topic/Toyota-Motor-Corporation>)

1. Who is the founder of Toyota?

.....
.....

2. Name a prominent competitor of Toyota given in the passage.

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.....

3. Name the products of the Toyota Motor Corporation mentioned in the passage.

.....
.....

4. What are the reasons for the suspension of the production of passenger cars by Toyota?

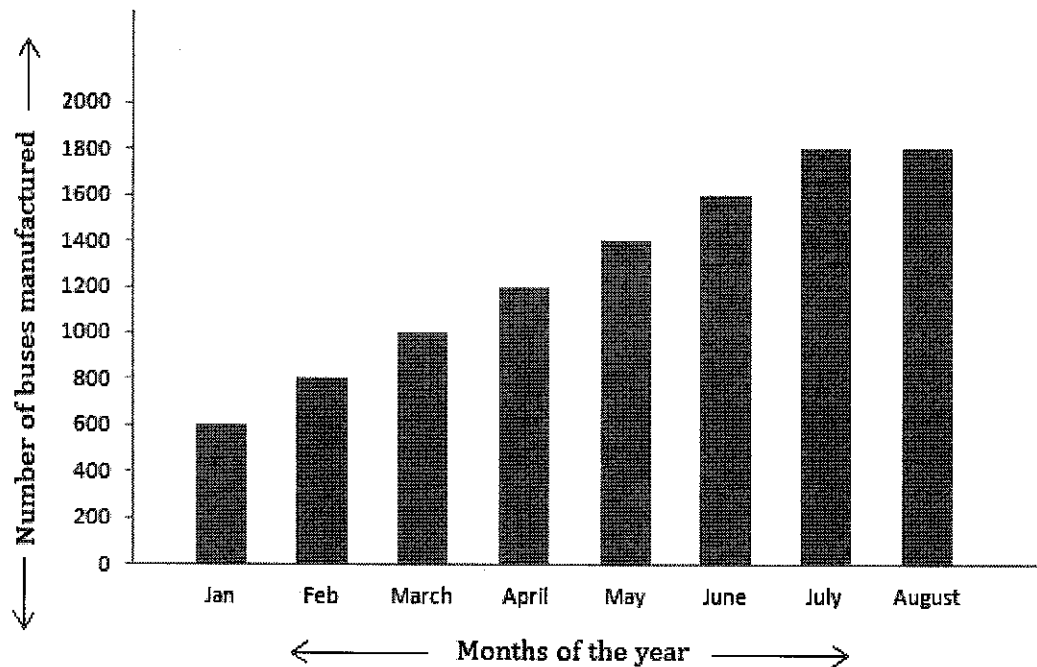
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5. What are the reasons for the failure of the first Toyota product to enter the US market?

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Question 07

The production details of Zenarex Pvt. Ltd has been given below. Describe the production of the company in the year 2020 using about 100 words. (10 marks)



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