



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

**Bachelor of Business Administration Degree Programme 2000 Level Semester I**  
**End Examination (December 2021)**

**Academic Year 2020/2021**

**BBA 21053 – Advanced Business English**

**Duration : Three hours**

**Registration Number: .....**

**The Question Paper contains 08 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	10		
2	10		
3	05		
4	10		
5	05		
6	10		
7	10		
8	10		
Total Marks	70		

### Question 01

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

1. If he doesn't come in the next 10 minutes, we ..... (start) without him.
2. The distributor called while the receptionist ..... (speak) to the manager.
3. How long .....you ..... (work) in sales?
4. The minister failed ..... (persuade) the workers on strike to have a meeting.
5. The union ..... (agree) on Tuesday to return to work.
6. Employees ..... (be) the strongest asset of a company.
7. The bank usually ..... (close) at 03.00 p.m., but today it is open till 04.00 p.m.
8. By the time the meeting starts, I ..... (finish) my report.
9. There ..... (seem) to be a problem with your application.
10. The company ..... (make) profit, if they had listened to the consultants.
11. The firm ..... currently ..... (consider) several acquisitions.
12. The team successfully ..... (negotiate) the inclusion of that amendment.
13. The outcome ..... (not/ be) known until next week.
14. This advertisement ..... (not/ encourage) people to buy the product.
15. This seemingly easy task ..... (elude) us until last week.
16. Wilsons Pvt. Ltd ..... (be) in business for 50 years, before they ceased operations in 2019.
17. The manager ..... (conduct) a teleconference yesterday because the telephones were out of order.
18. Person A- "Let's meet at 11 a.m. tomorrow for a discussion".  
Person B- "I am sorry, but I ..... (attend) a product launch at 11 a.m. tomorrow.

19. By 2024, Mr. Wijayananda ..... (work) as the CEO of the company for 25 years.
20. By the time the team arrived at the meeting location, the director ..... (wait) for them for 30 minutes.

**Question 02**

**Rewrite the following sentences in passive voice. (10 marks)**

1. The Ministry of Education revised the December school holiday dates for all government and government- approved schools.

.....  
.....

2. The Ceylon Petroleum Corporation has called for a tax reduction on retail fuels.

.....  
.....

3. The Central Bank of Sri Lanka will freeze the bank accounts of those who receive and send money through unlawful methods.

.....  
.....

4. PBX Ltd. had launched the project before the emergence of COVID-19.

.....  
.....

5. The CEO awards the best employees of the company a bonus of Rs. 50,000 every year.

.....  
.....

6. The Finance Manager is currently developing a salary revision scheme on the request of the Board of Directors.

.....  
.....

7. "Our team will have submitted the aerial footage to the head office by Monday".

.....  
.....

8. Covid-19 has caused worldwide destruction and devastation in numerous unanticipated ways.

.....  
.....

9. "We protected journalists whenever there was terror in the media."

.....  
.....

10. The National Chamber of Commerce of Sri Lanka with the Sri Lanka Export Development Board will be hosting an online business forum and B2B meetings tomorrow.

.....  
.....

**Question 03**

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

**(acquisition, core, holding, portfolio, placing, formerly, firm, myriad, form, along with)**

Google, in full Google LLC, 1. .... Google Inc. (1998–2017), American search engine company, founded in 1998 by Sergey Brin and Larry Page, that is a subsidiary of the 2. .... company Alphabet Inc. More than 70 percent of worldwide online search requests are handled by Google, 3. .... it at the heart of most Internet users' experience. Its headquarters are in Mountain View, California. Google began as an online search 4. ...., but it now offers more than 50 Internet services and products, from e-mail and online document creation to software for mobile phones and tablet computers. In addition, its 2012 5. .... of Motorola Mobility

put it in the position to sell hardware in the 6. .... of mobile phones. Google's broad product 7. ....and size make it one of the top four influential companies in the high-tech marketplace, 8. .... Apple, IBM, and Microsoft. Despite this 9. .... of products, its original search tool remains the 10. .... of its success. In 2016 Alphabet earned nearly all of its revenue from Google advertising based on users' search requests.

*(Extracted from: <https://www.britannica.com/topic/Google-Inc>)*

#### **Question 04 (10 marks)**

##### **"Tourism SMEs overlooked in 2022 Budget"**

The 2022 Budget has failed to provide the much-needed fillip to the small and medium sector players of the pandemic-hit tourism industry, said SME sector industry personnel who pinned hopes on the expenditure and revenue statement for some consolation.

"Small and Medium Enterprises (SMEs), the most affected segment of the global pandemic, have been neglected," said Kegalle District Hotels Association President Y.A. Nayana Udayapriya Kumar, calling on the authorities to act fast to save the lucrative industry which is now in the doldrums.

The Budget which was supposed to inject new energy to the ailing industry has rather aggravated the plight of the industry which has been called to contribute to social security.

The Budget 2022 proposed a 2.5 percent tax titled 'Social Security Contribution', on companies with an annual turnover exceeding Rs. 120 million, from April next year.

"We want the lawmakers to take stringent action against lenders who are not complying with the government instructions to grant relief to borrowers who have fallen from the frying pan into the fire," said former GOH Chairman and current Arvani Collection Chairman Rohan Jayasinghe.

The Government extended the grace period for tourism sector borrowers up to June 2022 and warned lenders of stern measures for non-compliance.

"We will come down hard on those who are not falling in line with our instructions to ease the pressure on tourism sector borrowers. Any institution or person exerting pressure on borrowers will be dealt with," said Central Bank Governor Ajith Nivard Cabraal.

Banks and leasing companies forcing borrowers to settle payments ignoring the moratoriums have been brought to the notice of authorities.

However, so far, no action has been taken and laws enforced to penalise lenders violating regulations.

"The SMEs need a complete or at least a partial writing-off of loans to sustain operations if not most will have to call it a day," Jayasinghe said, adding that the SMEs in particular have been badly hit for the past three years since the Easter Sunday attacks.

SME sector operators also said that they have been blacklisted by CRIB and that they cannot access any financial support.

The new The Hotels Association of Sri Lanka (THASL) President M. Shanthikumar called on the authorities to exempt the tourism sector from the proposed top line tax given its contribution to foreign exchange earnings.

The tourism industry recorded around 29,000 arrivals for the first three weeks of November surpassing the record hike in October.

According to Sri Lanka Tourism Development Authority data, around 22,771 people visited the country in October.

*(Extracted from: <http://www.sundayobserver.lk/2021/12/05/business/>)*

**1. Find synonyms for the following words from the passage above. (06 marks)**

- a. boost- .....
- b. comfort- .....
- c. gainful - .....
- d. challenged- .....
- e. worsen- .....
- f. follow- .....
- g. steps - .....
- h. apply- .....
- i. punish- .....
- j. maintain - .....
- k. as per- .....
- l. banned - .....

**2. Complete the following statements with the information given in the passage above. (04 marks)**

- a. If the authorities do not act fast, they .....
- .....
- b. The government plans to help the tourism sector by .....
- .....
- c. To stop the closing down of small and medium tourism businesses and continue working they need .....
- .....

- d. Since October the number of tourists coming to Sri Lanka .....
- .....

**Question 05**

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

1. The project was continued ..... the lack of qualified staff.
  - a. although
  - b. however
  - c. despite
  - d. all of the above
2. .... the students had failed, the teachers considered it a learning experience.
  - a. However
  - b. Despite
  - c. Although
  - d. Both b and c
3. The faculty plans to establish a new computer lab, ..... commence several new ICT programmes.
  - a. moreover
  - b. but
  - c. and
  - d. however
4. The government is currently interested in large scale development projects; the general public, ....., is interested in essential small scale development projects.
  - a. moreover
  - b. nonetheless
  - c. furthermore
  - d. on the other hand
5. The entire article was badly written. ...., it was inaccurate.
  - a. Moreover
  - b. Although
  - c. Hence

- d. Therefore
6. The hotel provides a great service; ....., it has picturesque views.
- a. however
  - b. although
  - c. in addition
  - d. all of the above
7. The NGO was unable to collect funds. ....., the project was abandoned.
- a. For
  - b. Therefore
  - c. Because
  - d. Furthermore
8. The initial stages of the project exceeded the budget; ....., the final stages of the project could not be completed.
- a. furthermore
  - b. in addition
  - c. in conclusion
  - d. consequently
9. Surveys show that many people are uninterested in the teledramas broadcasted these days. ...., the TV channels are now focusing on reality shows.
- a. Accordingly
  - b. For
  - c. Because
  - d. Also
10. Polythene consumption has reached an all term high during the last decade. ...., ocean pollution has increased greatly.
- a. Also
  - b. As a result
  - c. Accordingly
  - d. Additionally



## Question 06

### **The electric car revolution: is it realistic or optimistic?**

Electric vehicles have arrived. With technology led by Tesla, and all of the world's major car manufacturers following along behind, electric vehicles are now a common sight on the roads of most developed countries. Yet the situation in less developed countries is rather different; the only African country to have started the change to electric vehicles is South Africa and even there, electric vehicles still account for less than 0.01% of the total number of cars on the roads. In South America, the situation is better, with all Latin American countries beginning the move towards electric vehicles, particularly Columbia which, in 2020, had a third of the continent's total electric car fleet. In Russia, the wealthy are investing in imported electric cars, but no electric cars are yet manufactured locally, while in India the government is promoting the purchase of electric vehicles with tax exemptions and other incentives. So electric cars have arrived, and their share of the market is increasing almost worldwide.

Does this mean, therefore, that the world is on track to phase out the use of petrol-driven vehicles in less than thirty years? And does it mean that electric vehicles are the sustainable solution to our transport needs for the second half of the century? Unfortunately, to the disappointment of some people, the answer to both of these questions has to be "no".

The massive development of electric vehicles can only be possible if two conditions are met. Firstly, the expansion of electric vehicle manufacturing is dependent on the fragile ability of manufacturers to source vastly increased quantities of vital components and elements without which electric vehicles cannot operate; these include lithium, cobalt and "rare earths" such as neodymium and tantalum, as well as silicon chips which have already been in short supply since 2020. Secondly, few countries currently have electricity grids that are anywhere near being able to cope with the huge increase in demand for electricity that will accompany any rapid growth in electric vehicle ownership. Without adequate supplies of all the vital ingredients of electric motors and batteries, or without power supplies that are able to provide the electricity needed to recharge millions of electric batteries every day (as well as supplying the current we need for everything else, such as lighting, heating, trains and electric devices), the electric car revolution will run up against insoluble problems.

Governments and vehicle manufacturers are fully aware of these issues, but the consensus among policy-makers seems to be that somehow technology will come up with the answers, as it often has in the past. Analysts also predict that changing social attitudes and environmental awareness will lead to a reduction in private vehicle use and a fall in the numbers of vehicles on the roads. This prediction is likely to be right, though not necessarily for those reasons alone; any shortage of essential components will force up the cost of electric vehicles, and any shortage of battery recharging facilities or capacity will discourage people from buying electric vehicles, leading to a fall in the number of vehicles on the roads.

Ultimately the success of the transition to electric powered vehicles will depend on advances in technology in three fields; the weight of batteries, the amount of power that they can produce, and the speed at which they can be recharged... or exchanged.

*(Extracted from: <https://linguapress.com/advanced/electric-cars.htm>)*

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

- a. usual- .....
- b. explain/ justify - .....
- c. especially -.....
- d. free of/ safety- .....
- e. encouragement- .....
- f. weak- .....
- g. come with - .....
- h. sufficient - .....
- i. forecast- .....
- j. finally- .....

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

- a. According to the passage the popular use of electric cars is a trend seen in .....
- b. In the next thirty years petrol driven cars .....

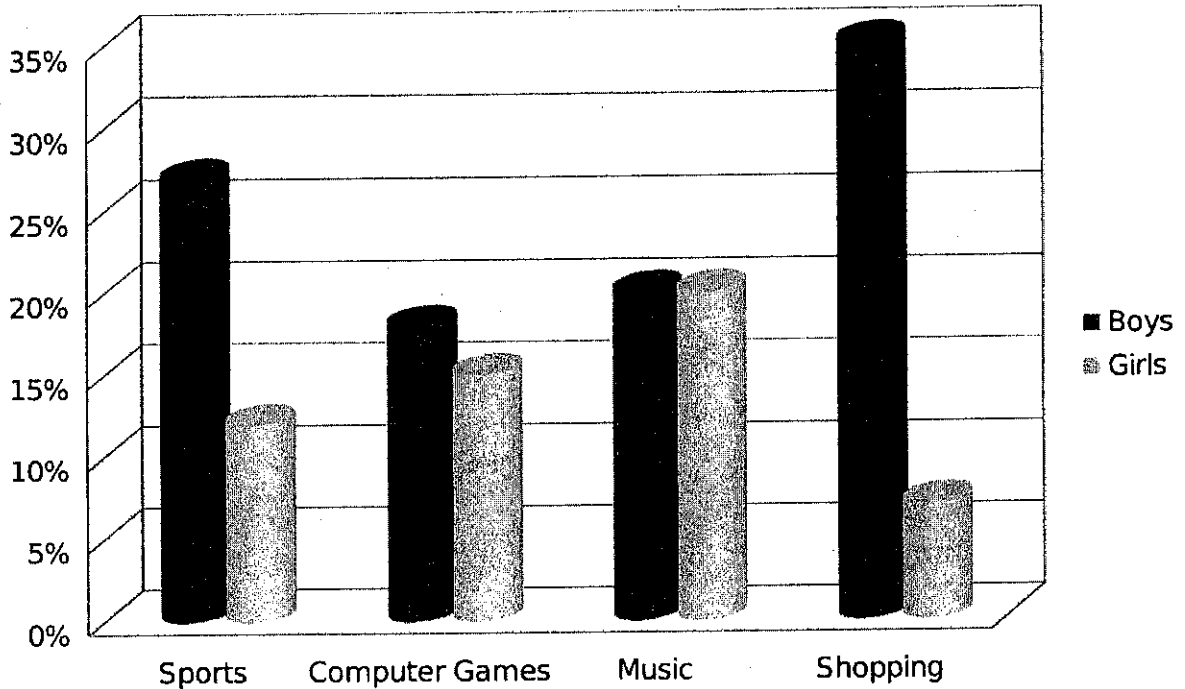
- c. The supply of vital material to produce electric cars .....
- d. Electric car revolution will face problems that cannot be solved if .....

**Question 07**

The following graph describes the favourite leisure activities of teenagers in Canada. Describe it in about 100 words. (10 marks)

Note: Column on the left for each activity- boys, column on the right for each activity- girls

Favourite leisure activities of teenagers in Canada



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



Dotted lines for writing.

Lined area with 30 horizontal dotted lines for writing.