

SECOND EXAMINATION IN AGRIBUSINESS MANAGEMENT – PART II
JANUARY 2022
UNIVERSITY OF RUHUNA
FACULTY OF AGRICULTURE
English – CC 2201

Answer ALL questions
Time : 2 1/2 HOURS

Index No.

For Examiners' Use Only

Question	Maximum Marks	First Marking	Second Marking
01	05	-----	-----
02	05	-----	-----
03	10	-----	-----
04	20	-----	-----
05	20	-----	-----
06	10	-----	-----
07	10	-----	-----
08	20	-----	-----
Total	----- 100 =====	----- =====	----- =====

First Examiner's Signature : **Date:**

Second Examiner's Signature: **Date:**

QUESTION 01

Replace the phrasal verbs in the sentences with a more appropriate verb from the list below. keep the same tense. **Please note that there are three extra verbs.**

fluctuate/ investigate/ eliminate/ raise/ reduce/ propose/ intervene/ establish

- I. Researchers have been **looking into** the problem for 15 years.
.....
- II. This issue was **brought up** during the seminar.
.....
- III. It is assumed that the management knows what is happening and will therefore **step in** if there is a problem.
.....
- IV. House prices have a tendency to **go up and down**.
.....
- V. A potential solution was **put forward** two years ago.
.....

(05 marks)

QUESTION 02

Underline the best paraphrases of the following sentences.

- I. The man left the room angrily. You talked to that man's wife yesterday.
 - a. The man whose wife you talked to yesterday left the room angrily.
 - b. The man left the room angrily because you had talked to his wife the day before.
 - c. You went into a room and talked to a man whose wife left the room angrily.
 - d. The man's wife, whom you talked to yesterday, left the room angrily.
- II. A type of shark called a shortfin mako can leap 20 feet above the surface of the water.
 - a. A shark can leap 20 feet out of the water, it is called a shortfin mako.
 - b. A shortfin mako is a kind of shark that can leap 20 feet out of the water.
 - c. The shortfin mako shark can jump above the surface of water.
 - d. A shortfin mako can jump 20 feet above the surface of the water.

III. Brazil is the largest country in South America and Suriname is the smallest.

- a. The biggest country in South America is Brazil, while the tiniest is Suriname.
- b. The largest country is Brazil and the smallest country is Suriname, and they are both countries in Brazil.
- c. Suriname and Brazil the largest and smallest countries in Brazil.
- d. The two countries of Brazil and Suriname are two countries in Brazil.

IV. He was only able to catch the bus by running for it.

- a. If he hadn't run for the bus, he couldn't have possibly caught it.
- b. He would have caught the bus if he had run for it.
- c. He would have caught the bus even if he hadn't run for it.
- d. He needn't have run at all to catch the bus.

V. The maid used to clean the room once a week.

- a. Once the room was cleaned by the maid for a week.
- b. The room was used to being cleaned once a week.
- c. The room never got dirty because it was cleaned once a week.
- d. The room used to be cleaned once a week.

(05 marks)

QUESTION 03

Choose an ending from the box to complete each sentence below.

some changes in the way the college is structured. / cause of the fire was. / the development of personality very deeply. / the impact of the new measures. / the impact of the tragedy on their children. / results which no one could have predicted./ result of the huge tax rises. / a good impression at a job interview. / a considerable influence on his choice of career. / causes of crime.

- i. The enquiry aims to establish what the immediate
- ii. Henry's grandmother had

- iii. The changes had some unforeseen
.....
- iv. Criticising your previous boss doesn't create
.....
- v. The parents did all they could to
minimise.....
- vi. What happens in childhood affects
.....
- vii. Management is trying to effect
.....
- viii. The TV coverage they have received has strengthened
.....
- ix. The government should do something about the underlying
.....
- x. The riots were an inevitable

(10 marks)

QUESTION 04

The following text comes from a student's essay. On each numbered line there is ONE mistake of grammar, word order, vocabulary or spelling. There are no punctuation mistakes. Find the mistake on each numbered line, **UNDERLINE** it and **WRITE** the correction in the space provided to the right of the text. **Two examples have been given.**

	I am only 19 <u>years</u> , so I have not had much experience of work, but	years old
	last year I <u>have worked</u> for two days at a trade fair in Rome.	worked
1	My brother work for a big company in Rome that makes tractors and	
2	other agricultural equipment and he said me that his company was	
3	looking for young women to work like sales	

	representatives at the	
4	trade fair. He asked me if I would like apply for the job. I said that I	
5	would, and the next day I went to the company for a interview.	
6	The interview has been very strange because the interviewers	
7	not ask me questions about my school, or my work experience	
8	They only asked me questions like this: 'How tall you are? How	
9	much do you weigh?'. I was very surprised by this questions but	
10	I really wanted have the job , so I answered them very politely.	

(20 marks)

QUESTION 05

Read the following passage and answer the questions given below.

A. Traditionally uniforms were - and for some industries still are - manufactured to protect the worker. When they were first designed, it is also likely that all uniforms made symbolic sense - those for the military, for example, were originally intended to impress and even terrify the enemy; other uniforms denoted a hierarchy - chefs wore white because they worked with flour, but the main chef wore a black hat to show he supervised.

B. The last 30 years, however, have seen an increasing emphasis on their role in projecting the image of an organisation and in uniting the workforce into a homogeneous unit — particularly in 'customer facing' industries, and especially in financial services and retailing. From uniforms and workwear has emerged 'corporate clothing'. "The people you employ are your ambassadors," says Peter Griffin, managing director of a major retailer in the UK. "What they say, how they look, and how they behave is terribly important." The result is a new way of looking at corporate workwear. From being a simple means of identifying who is a member of staff, the uniform is emerging as a new channel of marketing communication.

C. Truly effective marketing through visual cues such as uniforms is a subtle art, however. Wittingly or unwittingly, how we look sends all sorts of powerful subliminal messages to other people. Dark colours give an aura of authority while lighter pastel shades suggest approachability. Certain dress style creates a sense of conservatism, others a sense of openness to new ideas. Neatness can suggest efficiency but, if it is overdone, it can spill over and indicate an obsession with power. "If the company is selling quality, then it must have quality uniforms. If it is selling style, its uniforms must be stylish. If it wants to appear innovative, everybody can't look exactly the same. Subliminally we see all these things," says Lynn Elvy, a director of image consultants House of Colour.

D. But translating corporate philosophies into the right mix of colour, style, degree of branding and uniformity can be a fraught process. And it is not always successful. According to Company Clothing magazine, there are 1000 companies supplying the workwear and corporate clothing market. Of these, 22 account for 85% of total sales - £380 million in 1994.

E. A successful uniform needs to balance two key sets of needs. On the one hand, no uniform will work if staff feel uncomfortable or ugly. Giving the wearers a choice has become a key element in the way corporate clothing is introduced and managed. On the other, it is pointless if the look doesn't express the business's marketing strategy. The greatest challenge in this respect is time. When it comes to human perceptions, first impressions count. Customers will size up the way staff look in just a few seconds, and that few seconds will colour their attitudes from then on. Those few seconds can be so important that big companies are prepared to invest years, and millions of pounds, getting them right.

F. In addition, some uniform companies also offer rental services. "There will be an increasing specialisation in the marketplace," predicts Mr Blyth, Customer Services Manager of a large UK bank. The past two or three years have seen consolidation. Increasingly, the big suppliers are becoming 'managing agents', which means they offer a total service to put together the whole complex operation of a company's corporate clothing package - which includes reliable sourcing, managing the inventory, budget control and distribution to either central locations or to each staff member individually. Huge investments have been made in new systems, information technology and amassing quality assurance accreditations.

G. Corporate clothing does have potentials for further growth. Some banks have yet to introduce a full corporate look; police forces are researching a complete new look for the 21st century. And many employees now welcome a company wardrobe. A recent survey of staff found that 90 per cent welcomed having clothing which reflected the corporate identity.

Part I

The passage has seven paragraphs A-G.

Which paragraphs discuss the following points?

Write the appropriate letters A-G.

Example

Answer

the number of companies supplying the corporate clothing market.

D

- i. Different types of purchasing agreement
- ii. The original purposes of uniforms
- iii. The popularity rating of staff uniforms
- iv. Involving employees in the selection of a uniform
- v. The changing significance of company uniforms
- vi. Perceptions of different types of dress

(06 marks)

Part II

Do the following statements agree with the views of the writer of the passage? Write:

YES if the statement agrees with the writer's views

NO if the statement contradicts the writer's views

NOT GIVEN if it is impossible to say what the writer thinks about this

- i. Uniforms were more carefully made in the past than they are today.
- ii. Uniforms make employees feel part of a team.
- iii. Using uniforms as a marketing tool requires great care.....
- iv. Being too smart could have a negative impact on customers.
- v. Most businesses that supply company clothing are successful.
- vi. Uniforms are best selected by marketing consultants.
- vii. Clothing companies are planning to offer financial services in the future.

(14 marks)

QUESTION 06

Summarize the following paragraph using 60-70 words.

Zoos are hugely popular attractions for adults and children alike. But are they actually a good thing? Critics of zoos would argue that animals often suffer physically and mentally by being enclosed. Even the best artificial environments can't come close to matching the space, diversity, and freedom that animals have in their natural habitats. This deprivation causes many zoo animals to become stressed or mentally ill. Capturing animals in the wild also causes much suffering by splitting up families. Some zoos make animals behave unnaturally: for example, marine parks often force dolphins and whales to perform tricks. These mammals may die decades earlier than their wild relatives, and some even try to commit suicide. On the other hand, by bringing people and animals together, zoos have the potential to educate the public about conservation issues and inspire people to protect animals and their habitats. Some zoos provide a safe environment for animals which have been mistreated in circuses, or pets which have been abandoned. Zoos also carry out important research into subjects like animal behaviour and how to treat illnesses.

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(10 marks)



