

	UNIVERSITY OF RUHUNA FACULTY OF MANAGEMENT AND FINANCE	No. of Pages : 08 No. of Questions: 08 Total Marks : 70
		BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE
1000 LEVEL FIRST SEMESTER END EXAMINATION – AUGUST / SEP. 2025		<i>Three Hours</i>
BBA 11053 – Business English (Old syllabus)		Academic Year 2024/2025
Instructions <ul style="list-style-type: none"> ➤ Answer all the questions. ➤ All answers must be written on the answer booklet given. ➤ Make sure to mention the question numbers clearly. 		

Question 01

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

1. The CEO (address) the staff meeting at the moment.
2. Before the seminar began, the speaker (prepare) her slides.
3. The finance team (not/approve) the budget yet.
4. By next July, the company (complete) its five-year plan.
5. Mr. Perera (work) as a consultant for over two decades.
6. When I called him, he (review) the quarterly reports.
7. Our firm (launch) three new products in the last quarter.
8. The Marketing Manager (travel) to India next Monday for a conference.
9. Customer feedback (be) an essential part of our improvement strategy.
10. Our suppliers (deliver) the raw materials yesterday.
11. The IT department (install) new software on all office computers next week.
12. By the time the audit team arrived, the accounts officer (check) all receipts.
13. The Managing Director usually (attend) the annual shareholders' meeting.
14. While the staff (have) lunch, a fire drill was announced.
15. At this time tomorrow, the team (meet) the foreign investors in Colombo.
16. By 2028, the factory (reduce) its carbon emissions by 50%.
17. Mr. Jayasuriya (lead) the research project since January.
18. The sales figures (show) a steady increase in recent months.
19. She (work) for the company for 15 years by the time she retires.
20. All employees must (wear) their ID cards while inside the office premises.

Question 02

Fill in the blanks with the most suitable coordinating conjunction from those given below. (05 marks)

[for, and, nor, but, or, yet, so]

1. The proposal looked good on paper, it lacked practical solutions.
2. We can hold the meeting on Monday, we can schedule it for Wednesday.
3. He has never attended a staff party, has he joined any office outings.
4. The new policy is strict, it ensures transparency.
5. She missed the deadline, her computer broke down the night before.
6. He is qualified, experienced, well-connected in the industry.
7. You can submit the report by email, you can hand it over in person.
8. The supplier promised to deliver the goods on time, they arrived a week late.
9. The marketing campaign failed, it did not target the right audience.
10. She works full-time studies part-time for her MBA.

Question 03

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

[Revenue, luxury, located, strategic, marketing]

Director of Marketing – RTV Yala Resort (Based in Colombo)

Discover your next career chapter with RTV Yala Resort — an exclusive boutique luxury resort 1..... on the edge of Sri Lanka's iconic Yala National Park. We invite passionate, driven, and innovative 2..... professionals to join our team as our Director of Marketing, based in Colombo. RTV Yala Resort is a special destination where 3..... meets the wild. Offering thoughtfully planned guest experiences, personalized service, and a unique sense of place, we cater to travelers seeking authentic luxury in the heart of nature. As the Director of Marketing, you will lead our 4..... marketing and commercial efforts to grow the business, raise brand positioning, and improve performance 5..... across all segments.

[dynamic, seamless, inquiries, provide, seeking]

Retail Sales & Customer Support Executive

We are 6..... a Retail Sales & Customer Support Executive to manage in-store sales while also handling customer 7..... through our call center. This 8..... role requires a proactive individual with excellent communication skills to drive sales, 9..... exceptional customer service, and ensure a 10..... shopping experience for our customers.

(Extracted and adapted from: <https://lk.linkedin.com/jobs/>)

Question 04

Put the following jumbled sentences in the correct order to form cohesive paragraphs by writing the correct letter. (10 marks)

Paragraph 01

- a. A virtual team is usually a group of individuals who work together from different geographic locations and depend on communication technology such as email, instant messaging, and video conferencing.
- b. The quick development of digital technologies has allowed activities that were earlier limited to one location to be distributed across distant locations.
- c. With the increasing spread of fiber-optic communication, the use of virtual teams has grown greatly from 2000 to 2020, especially influenced by the COVID-19 pandemic.
- d. This team model helps organizations to make use of experts from different locations, making collaboration easier and more flexible.
- e. Members of virtual teams coordinate projects and goals without physical nearness by using digital communication tools.

(Adapted from: https://en.wikipedia.org/wiki/Virtual_team)

Paragraph 02

- a. Understanding this model helps managers create policies and environments that support both employee well-being and productivity.
- b. Maslow's hierarchy of needs is a motivational theory that explains how human needs are arranged in a five-level pyramid.
- c. In the workplace, this means employers should ensure fair pay and safe working conditions before expecting employees to take on creativity or leadership roles.
- d. The levels start with basic physiological needs, then move to safety, love and belonging, esteem, and finally self-actualization at the top.
- e. According to the theory, individuals must satisfy lower-level needs before focusing on higher-level ones.

(Adapted from: <https://www.simplypsychology.org/maslow>)

Question 05

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

Entrepreneurship

Entrepreneurship is the ability and readiness to develop, organize, and run a business enterprise, along with any of its uncertainties, to make a profit. The most prominent example of entrepreneurship is the start of new businesses. In economics, entrepreneurship connected with land, labour, natural resources, and capital can generate a profit. The entrepreneurial vision is defined by discovery and risk-taking and is an extremely valuable part of a nation's capacity to succeed in an ever-changing and more competitive global marketplace.

Meaning of Entrepreneur

The entrepreneur is defined as someone who has the ability and the wish to establish, administer, and succeed in a startup venture, along with the risks connected to it, to make profits. The best example of entrepreneurship is the start of a new business venture. The entrepreneurs are often known as a source of new ideas or innovators, and bring new ideas to the market by replacing old with new inventions.

It can be categorised into small or home businesses to multinational companies. In economics, the profits that an entrepreneur makes are made with a combination of land, natural resources, labour, and capital. In a nutshell, anyone who has the will and determination to start a new company and deal with all the risks that go with it can become an entrepreneur.

Characteristics of Entrepreneurship:

Not all entrepreneurs are successful. There are definite characteristics that make entrepreneurship successful. A few of them are mentioned below:

- **Ability to take a risk-**starting any new venture involves a considerable amount of failure risk. Therefore, an entrepreneur needs to be courageous and able to evaluate and take risks, which is an important part of being an entrepreneur.
- **Innovation-** should be highly innovative to create new ideas, start a company, and earn profits out of it. Change can be the launching of a new product that is new to the market or a process that does the same thing but in a more efficient and economical way.
- **Visionary and Leadership quality-** To be successful, the entrepreneur should have a clear vision of their new venture. However, to turn the idea into reality, a lot of resources and employees are required. Here, leadership quality is the most needed because leaders impart and guide their employees towards the right path of success.
- **Open-Minded-** in a business, every situation can be an opportunity and used for the benefit of a company. For example, Paytm recognised the gravity of demonetization

and accepted that the need for online transactions would increase, so it utilised the situation and expanded hugely during this time.

- **Flexible-** An entrepreneur should be flexible and open to change according to the situation. To be on top, a businessperson should be prepared to respond to changes in products and services, as and when needed.
- **Know your Product-** a company owner should know the product offerings and also be aware of the latest trends in the market. It is crucial to know if the available product or service meets the demands of the current market, or whether it is time to change it a little. Being able to be responsible and then change as needed is a vital part of entrepreneurship.

Importance of Entrepreneurship:

- **Creation of Employment-** Entrepreneurship creates employment. It provides an entry-level job, required for gaining experience and training for unskilled workers.
- **Innovation-** It is the hub of innovation that supplies new product ventures, market, technology, and quality of goods, etc., and increases the standard of living of people.
- **Impact on Society and Community Development-** A society becomes greater if the employment base is large and diversified. It brings about changes in society and encourages facilities like higher expenditure on education, better sanitation, fewer slums, and a higher level of homeownership. Therefore, entrepreneurship assists the organisation towards a more stable and higher quality of social life.
- **Increase Standard of Living-** Entrepreneurship helps to improve the standard of living of a person by increasing their income. The standard of living means, increase in the consumption of various goods and services by a household for a fixed period.
- **Supports research and development-** New products and services need to be researched and tested before being introduced to the market. Therefore, an entrepreneur also allocates finance for research and development with research institutions and universities. This develops research, general construction, and development in the economy.

(Adapted from <https://byjus.com/commerce/what-is-entrepreneurship/>)

1. Mark the following statements True or False based on the facts given in the above passage. (05 marks)

- a. Entrepreneurship involves developing, organizing, and running a business to make a profit, even when there are risks involved.
- b. In economics, entrepreneurship does not involve land, labour, or capital.
- c. Entrepreneurs are often considered innovators who replace old ideas with new ones in the market.

- d. Only large multinational companies can be taken as examples of entrepreneurship.
- e. Taking risks is an important part of being an entrepreneur.
- f. Being flexible means refusing to make changes to products or services.
- g. Visionary leadership is important for turning an idea into a successful business venture.
- h. Entrepreneurship can create jobs, helping unskilled workers gain experience.
- i. Entrepreneurship has no influence on community development.
- j. Entrepreneurs often invest in research and development before launching new products or services.

2. Write short answers to the questions below. (05 marks)

- a. What is the most prominent example of entrepreneurship mentioned in the passage?
- b. What are two examples of qualities that can make entrepreneurship successful?
- c. Give one example from the passage of how a business can turn a situation into an opportunity.
- d. According to the text, how does entrepreneurship help improve the standard of living?
- e. Why is it important for an entrepreneur to know their product and understand market trends?

Question 06

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

Swipe, scan, send: Why Gen Z says 'no thanks' to traditional banking

"I haven't gone to a bank in over three years," laughs Ayesha, a 22-year-old freelance graphic designer from Galle. "I do everything on my phone using Local Mobile Wallet, Wise, and Binance. My cryptocurrency wallet holds all my savings, so why wait in a bank line?"

Many young Sri Lankans from Gen Z prefer digital-first financial tools because they want their money management to be fast, easy, and under their control. For businesses, this means keeping mobile payment systems quick and reliable; otherwise, customers may switch to other services.

A Change in Habits

This shift is more than just a new technology trend. It is a change in how people think about banking. For many under-25s in Sri Lanka, bank accounts are seen as tools rather than trusted institutions, unlike for older generations. They are more loyal to apps that give them a better user experience and are always available without paperwork. Nethmi, a 20-year-old economics student at the University of Colombo, says: "I don't go to the bank to pay my bills. I can just use Mobile Wallet and QR payments while having my coffee."

Mobile Wallets Are Replacing Physical Wallets

Mobile wallets in Sri Lanka are becoming more popular every year. People use them to pay for things like bubble tea in shopping malls or to share rides with friends through PickMe.

According to the Central Bank of Sri Lanka (CBSL), the number of QR code payments through the LankaQR platform has grown over the past two years, especially in grocery stores, canteens, and boutiques. Even small businesses are joining in, Akila, a 23-year-old data analyst, says his favourite kottu vendor in Kiribathgoda now accepts QR payments. Banks could learn from these systems and add similar features to their own services.

New Ways of Using Credit

Gen Z is also changing how credit is used. Instead of relying on credit cards or gold loans, many young people use **digital micro-loans, instalment payments, and buy-now-pay-later (BNPL)** services. BNPL lets users buy something now and pay later, without needing a credit check. These services focus on freelancers, students, and gig workers, not just people with fixed salaries like traditional banks do.

Freelancers and the Digital Middle Class

One of the biggest changes is the rise of Sri Lanka's **digital freelance economy**. Platforms like Wise, Payoneer, and Binance P2P allow thousands of young freelancers on Upwork, Fiverr, and Toptal to earn in dollars and withdraw money locally without using traditional banks.

Some freelancers do not trust local banks to handle foreign currency. Dineth, a motion graphics artist from Kandy, says: "I had to wait 10 days to get my freelance earnings from the bank. Now I use crypto. It's faster and there are no questions."

Where Banks Stand

Gen Z has created an efficient financial world that challenges traditional banks. Banks now need to move away from simply controlling access to accounts and start supporting their customers. This could mean: fully digital account opening without branch visits, instant identity (KYC) checks, direct links with freelance platforms, and real-time, app-first banking with no delays. Instead of launching more apps, banks should focus on offering experiences that fit the Gen Z lifestyle.

The Final Swipe

Today's young people manage money at the same speed as their internet connection. They are not just rejecting old systems. They are building new ones.

(Adapted from: <https://www.sundayobserver.lk/2025/08/10/business/58855>)

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

- | | |
|---------------|--------------------|
| a. rapid | f. characteristics |
| b. dependable | g. depending on |
| c. shift | h. old-fashioned |
| d. well-liked | i. entry |
| e. increased | j. connections |

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

- a. Many Gen Z customers are loyal to apps that provide and are always available without paperwork.
- b. According to CBSL, the use of QR code payments through LankaQR has grown in places such as
- c. Buy-now-pay-later (BNPL) services allow users to without needing a credit check.
- d. Platforms like Wise, Payoneer, and Binance P2P allow freelancers to without using traditional banks.
- e. To serve Gen Z better, banks should focus on giving instead of launching more mobile apps.

Question 07

You are the Assistant Manager of Events at Silverline Pvt. Ltd. Your company is planning to hold an annual client appreciation dinner in December and is planning to use the Grand Ballroom at the Oceanview Hotel. **Write an email of request to the Hotel Manager asking for a quotation and availability for the venue. Use the business email format and include the necessary details. NOTE: Maximum 100 words (10 marks).**

Question 08

What steps should be taken to improve English language proficiency among undergraduates? **Write your opinion in about 125-150 words (10 marks).**