



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

No. of Pages : 07
 No. of Questions: 07
 Total Marks :70

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

2000 LEVEL FIRST SEMESTER END EXAMINATION – AUGUST / SEPTEMBER 2025

Three Hours

BBA 21053 Advanced Business English (Old Syllabus)

Academic Year 2024/2025

Instructions

- ➔ 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 blank with the most suitable conjunction from the list given below. (10 marks)

[therefore, meanwhile, in addition, hence, as a result, similarly, for instance, subsequently, however, although]

1. The training program helped the employees improve their technical skills., it boosted their confidence.
2. The flight was delayed for several hours., the passengers were offered free meals.
3. The new software is very user-friendly., it can be easily customised to meet different business needs.
4. The roads were flooded after heavy rain., many schools had to close for the day.
5. the project faced several challenges, it was completed on time.
6. The cafe is famous for its desserts., the service is often very slow.
7. The marketing team used social media to reach customers., they launched a Facebook campaign.
8. The product did not meet quality standards., the launch had to be postponed.
9. The participants listened carefully to the safety instructions., they were taken on a guided tour of the facility.
10. The company introduced a flexible work policy to improve staff morale., its competitor launched an employee wellness program.

Question 02

Fill in the blanks with the most suitable word from those given in the brackets. (10 marks)

[agency, economies, mission, voting, funding, existence, contribute, monetary, crises, supervised]

The International Monetary Fund (IMF) is an international financial institution and a specialized 1..... of the United Nations, headquartered in Washington, D.C. It consists of 190 member countries, and its stated 2..... is "working to foster global monetary cooperation, secure financial stability, facilitate international trade, promote high employment and sustainable economic growth, and reduce poverty around the world." The IMF acts as a final source of emergency 3..... to its members experiencing actual or possible balance of payments crises.

Established in July 1944 at the Bretton Woods Conference based on the ideas of Harry Dexter White and John Maynard Keynes, the IMF came into 4..... in 1945 with 29 member countries and the goal of reconstructing the international 5..... system. For its first three decades, the IMF 6..... the Bretton Woods system of fixed exchange rate arrangements. After the fall of this system in 1971, the Fund's role changed to managing balance-of-payments difficulties and international financial 7....., becoming a key institution in the time of globalization.

Through a quota system, countries 8..... funds to a pool from which they can borrow if they experience balance-of-payments problems; a country's quota also decides its 9..... power. As a condition for loans, the IMF often requires borrowing countries to accept policy reforms, known as structural adjustment. The organization also supplies technical assistance and economic surveillance of its members' 10.....

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

Question 03

Change the direct speech in the following statements to indirect speech/ reported speech. (10 marks)

1. The Western North Crimes Investigation Division said, "Thilina Sampath alias 'Walas Kata' had attempted to flee from police custody."
2. The police further stated, "He was receiving treatment at the National Hospital, Colombo, under strict police security."
3. The National Water Supply & Drainage Board (NWSDB) announced, "The water supply will be suspended in several areas of the Gampaha District tomorrow."
4. "The rise in deposits was mainly due to state banks as well as domestic private banks," the Central Bank said.
5. "Without the support of urgent relief, the local construction industry risks widespread failure," the Chamber of Construction Industry of Sri Lanka (CCISL) warned.
6. According to the CCISL Secretary General, "The banks are presently moving at a rapid speed to auction the properties mortgaged by the construction companies."
7. The CEO announced, "The company has achieved record profits this year despite economic challenges."
8. Melco Resorts & Entertainment Chairman and CEO, Lawrence Ho, stated, "Sri Lanka could become one of the world's largest gaming markets."
9. The CEO declared, "The marketing department should launch the campaign by next month."
10. According to the Commercial Bank General Manager, "The Commercial Bank of Ceylon, in collaboration with Sathosa Motors PLC, will be offering Sri Lankan vehicle buyers a powerful combination of value, flexibility, and convenience."

Question 04

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

Customs clearance delays will be a thing of the past – Additional DG, Customs

The much-talked-about delays in Customs clearance will be a thing of the past as the Customs will be moving into paperless operation by October this year, according to a senior official of the Customs. “When the operation without paperwork comes into force, all the delays in getting Customs Declarations will be minimised, enabling a smooth operation at the Customs,” Additional Director General of Customs (Revenue and Services), Seewali Arukgoda said.

The Customs is conducting trial runs on ASYHUB, a platform that will enhance efficiency, transparency, and compliance in maritime trade operations by providing end-to-end visibility, improved risk-management, and streamlined communications between customers and cross-border regulatory authorities. “Currently, we are carrying out trial runs on the platform and hopefully by the end of October, the system will be fully implemented,” Arukgoda said, adding that all delays at the Customs will be reduced to a great extent as importers can complete the documentation work and payments before the goods arrive. He said that after the Single Window operation is finalised in the next 2-3 years, it will reduce the time and the process of documentation drastically.

On the port delays that took place this year, and also on many occasions in the past, causing painful damage to the reputation of the port and financial burdens to importers, Arukgoda said that it’s a misconception that the Customs should take the blame for the delays in clearance. There are many agents, such as the terminal operators, Customs House agents, transportation, examination yards, the SLSI, animal and plant quarantine department, food inspection, importers, and the NMRA, that need to play a collective role to ensure a seamless operation at the port.

“It is not fair to put the entire blame on the Customs when everyone needs to collaborate,” Arukgoda said, adding that not all agencies work 24/7, while certain agents do not function during the weekend, which triggers delays in the clearance of goods.

Upbeat over achieving the revenue target of Rs. 2,115 billion this year, Arukgoda said that the Customs already had exceeded Rs. 1 trillion in revenue collection by July. He said the revenue target from vehicle imports this year will also be achieved. The Customs has recorded Rs. 282 billion as revenue from vehicle imports so far this year, and it is on the road to reach the target of Rs. 450 billion.

So far, Letters of Credit to the value of US\$850 million have been opened, and according to the Customs, the US\$1 billion allocation is expected to be exhausted by September this year. As of July, around 25,000 motor cars/SUVs have been imported. “The demand for vehicles will continue throughout the rest of the year,” Arukgoda said.

While an initial allocation was made for vehicle imports, the government has indicated that import duties can be lowered if demand is too low, and conversely, conditions could be imposed on using the remaining funds if demand remains high, potentially impacting prices. Sri Lanka lifted a five-year ban on vehicle imports on Feb. 1, 2025. Meanwhile, the Central Bank said last week that neither it nor the Government has imposed limits on vehicle imports.

[Extracted from: <https://www.sundayobserver.lk/2025/08/03/business>]

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

- A. Customs clearance in Sri Lanka will become paperless by the end of October this year.
- B. The Customs hopes the ASYHUB platform will slow down communication between customers and regulatory authorities.
- C. Importers will be able to complete documentation and payments before goods arrive under the new system.
- D. The Single Window operation will be fully implemented by the end of this year.
- E. Arukgoda stated that all delays at the port are caused only by the Customs.
- F. Some agencies involved in port operations do not operate on weekends, which contributes to delays.
- G. The Customs has already collected more than Rs. 1 trillion in revenue by July this year.
- H. As of July, Sri Lanka has imported about 25,000 motor cars and SUVs.
- I. The five-year ban on vehicle imports in Sri Lanka was lifted in February 2025.
- J. The Central Bank has said that there are limits on vehicle imports set by the Government.

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

- A. Who is the senior officer of Customs who has spoken to the newspaper?
- B. State 02 benefits of the ASYHUB platform for the Customs.
- C. What is the revenue target from vehicle imports this year?
- D. How much in Letters of Credit for vehicle imports had been opened by the time of reporting?

Question 05

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

The Basics of Tariffs and Trade Barriers

What Are Tariffs?

Tariffs are a type of trade barrier that makes imported products more expensive than domestic ones. Tariffs typically come in the form of taxes or duties levied on importers, and they are, in the end, passed on to consumers. They are commonly used in international trade as a protectionist measure. For example, in February 2025, President Trump implemented a 25% tariff on imports from Canada and Mexico and a 10% tariff on imports from China. There is also a 10% tariff on energy resources from Canada.

Who Collects a Tariff?

In simplest terms, a tariff is a tax. It adds to the cost borne by consumers of imported goods and is one of several trade policies that a country can enact. Tariffs are paid to the customs authority of the country imposing the tariff. Tariffs on imports coming into the United States, for example, are collected by Customs and Border Protection, acting on behalf of the Commerce Department. In the U.K., it is HM Revenue & Customs (HMRC) that collects the money.

It is important to recognize that the taxes owed on imports are paid by domestic consumers and not imposed directly on the foreign country's exports. The effect is, however, to make foreign products comparatively more expensive for consumers, but if domestic manufacturers rely on imported components or other inputs in their production process, they will also pass the increased cost on to consumers. Often, goods from abroad are cheaper because they offer cheaper capital or labor costs. If

those goods become more expensive, then consumers will choose the comparatively costlier domestic product.

Why Are Tariffs and Trade Barriers Used?

Tariffs are often created to protect infant industries and developing economies, but are also used by more advanced economies with developed industries. Below are five of the top reasons tariffs are used:

Protecting Domestic Employment

The levying of tariffs is often highly politicized. The possibility of increased competition from imported goods can harm domestic industries. These domestic companies may dismiss workers or shift production abroad to cut costs, which means higher unemployment and a less happy electorate.

The unemployment argument often shifts to domestic industries complaining about cheap foreign labor, and how poor working conditions and lack of regulation allow foreign companies to produce goods more cheaply. In economics, however, countries will continue to produce goods until they no longer have a comparative advantage.

Protecting Consumers

A government may levy a tariff on products that it feels could harm its population. For example, a country may place a tariff on imported beef if it thinks that the goods could carry a disease.

Infant Industries

The use of tariffs to protect infant industries can be seen in the Import Substitution Industrialization (ISI) strategy employed by many developing nations. The government of a developing economy will levy tariffs on imported goods in industries in which it wants to foster growth. This increases the prices of imported goods and creates a domestic market for domestically produced goods while protecting those industries from being shut down by more competitive pricing. It decreases unemployment and allows developing countries to shift from agricultural products to finished goods.

Criticisms of this sort of protectionist strategy are based on the results of supporting the development of infant industries. If an industry develops without competition, it could eventually start producing lower-quality goods, and the assistance required to keep the state-backed industry operating could weaken economic growth.

National Security

Barriers are also used by developed countries to protect certain industries that are considered strategically important, such as those supporting national security. Defense industries are often viewed as vital to national interests and are often given significant levels of protection. For example, while both Western Europe and the United States are industrialized, both are very protective of defense-focused companies.

Retaliation

Countries may also set tariffs as a retaliation technique if they think that a trading partner has not followed the rules. For example, if France believes that the United States has let American wine producers call American sparkling wines "Champagne" (a name special to the Champagne region of France) for too long, it may impose a tariff on imported goods from the United States. If the U.S.

agrees to ban the incorrect labeling, France may stop its retaliation. Retaliation can also be used if a trading partner goes against the government's foreign policy objectives.

Common Types of Tariffs

There are several types of tariffs and barriers that a government can use: specific tariffs, ad valorem tariffs, licenses, import quotas, voluntary export restraints, and local content requirements.

[Extracted from: <https://www.investopedia.com>]

3. Find synonyms for the following words from the passage above. (04 marks)

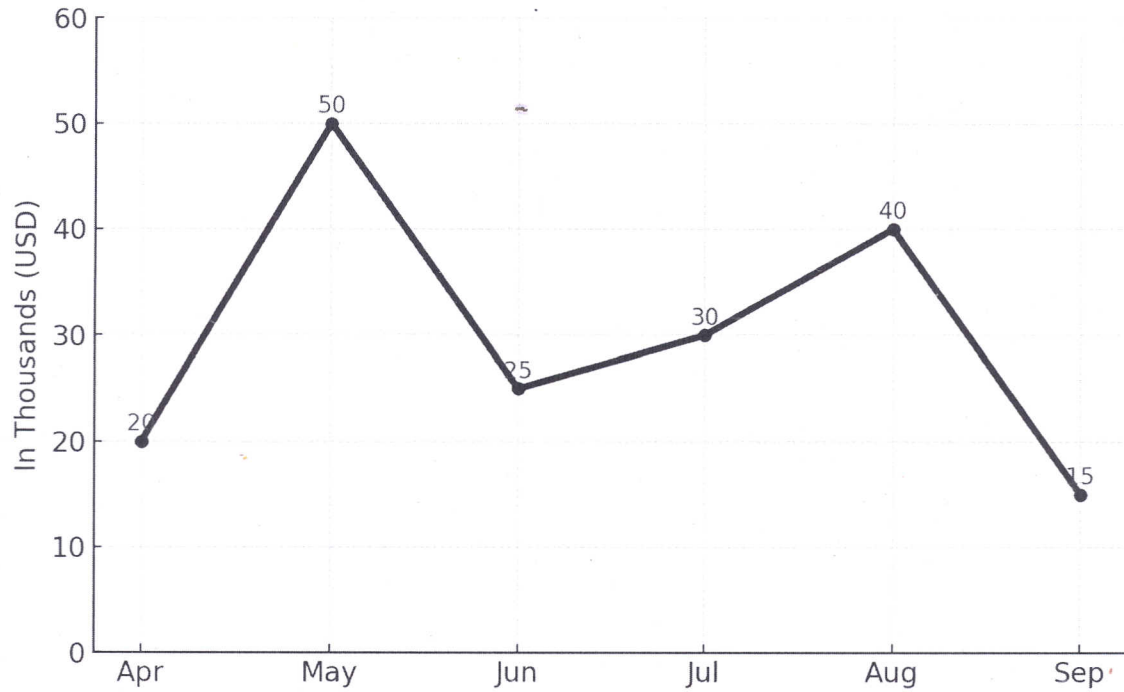
- A. limits
- B. charged
- C. step
- D. local
- E. depend on
- F. new
- G. repayment
- H. stop

4. Complete the following statements with the information given in the passage. (06 marks)

- A. One aim of charging tariffs is to stop consumers from purchasing cheaper imports, making products more attractive to consumers.
- B. In the U.S., the organization responsible for collecting tariffs is Customs and Border Protection; however, in the U.K., the task falls to
- C. Governments sometimes introduce tariffs to help new businesses create a strong foundation. This strategy is called
- D. If a country thinks that a foreign product could be harmful to its population, it might
- E. Industries linked to a nation's security are usually given high levels of tariff protection because they are seen as
- F. Disagreements about product naming rights, such as the example of American sparkling wine, can cause between trading partners.

Question 06

The following chart depicts the car sales of Creds Pvt. Ltd in 2023. Describe it using about 100-150 words. (10 marks)



Question 07

Why should internships be a mandatory/compulsory part of university education? Write your opinion using about 150 words. (10 marks)