



**EASTERN UNIVERSITY, SRI LANKA**

**FIRST YEAR FIRST SEMESTER EXAMINATION IN BACHELOR OF  
BUSINESS ADMINISTRATION/ BACHELOR OF COMMERCE  
2014/2015 (August 2016)-PROPER/REPEAT**

**Business Communication- 1    ENG 1011**

**Time: 03Hours**

**Index No.:** .....

**Instructions to the candidate:**

1. Answer all the questions on this paper itself.
2. This paper consists of 13 Pages.
3. Marks will be deducted for wrong spelling and Grammar.

**For Examiner's use only**

Question Number	Maximum Marks	Marks Obtained
1	25	.....
2	10	.....
3	15	.....
4	15	.....
5	15	.....
6	20	.....
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100		=====

- h) Management is the process of achieving organizational objectives .....  
by **efficiently** using limited resources.
- i) The classical approach to management thoughts includes **scientific management** th  
,....., and .....
- j) Name the organizations identified by the abbreviations:  
**GATT** .....  
**SARRC**.....  
**ASEAN**.....
- k) Recognition of the close link between an organization's decisions and activities and its i  
on the **natural environment** is called .....
- l) **Principles, values, and beliefs** that define what is right and wrong behavior is defin  
.....
- m) The goal directed effort depends on **goal difficulty**, .....  
**acceptance**, and ..... in **goal setting theory of motivation**
- n) The leadership styles in **Vroom Leadership participation** styles are d  
....., **consult group**, ....., **delega**
- o) Develop the plan, translate the plan, .....  
execute the plan, and monitor and learn are the five elements in **organizational pl**  
**process**.

(30 Marks)