

EASTERN UNIVERSITY, SRI LANKA

FIRST YEAR FIRST SEMESTER EXAMINATION IN
BACHELOR OF COMMERCE/BACHELOR OF BUSINESS ADMINISTRATION -
2016/2017 PROPER/REPEAT (July/August 2018)

Business Communication: ENG 1012

Time: 02 Hours

Index No:

Instructions to the candidates

1. This paper consists of **EIGHT (08)** pages including this cover page.
2. Answer all the questions on this paper itself.

For Examiner's use only

Section	Maximum Marks	Marks Obtained
Section 1	35
Section 2	30
Section 3	35
Total	100

Section 1: Reading skills

Samsung is a South Korean company that is one of the world's largest producers of electronic devices. Samsung specializes in the production of a wide variety of consumer and industry electronics, including appliances, digital media devices, semiconductors, memory chips, and integrated systems. It has become one of the most-recognizable names in technology and produces about a fifth of South Korea's total exports.

Samsung was founded as a grocery trading store on March 1, 1938, by Lee Byung-Chull. He started his business in Taegu, Korea, trading noodles and other goods produced in and around the city and exporting them to China and its provinces. After the Korean War, Lee expanded his business into textiles and opened the largest woolen mill in Korea. He focused heavily on industrialization with the goal of helping his country redevelop itself after the war. During that period his business benefited from the new protectionist policies adopted by the Korean government, whose aim was to help large domestic conglomerates by shielding them from competition and providing them easy financing.

During the 1970s the company expanded its textile-manufacturing processes to cover the full line of production—from raw materials all the way to the end product—to better compete in the textile industry. Also, during the same period, the company started to invest in the heavy, chemical, and petrochemical industries, providing the company a promising growth path.

Samsung first entered the electronics industry in 1969 with several electronics-focused divisions—their first products were black-and-white televisions. During the 1970s the company began to export home electronics products overseas.

The late 1970s and early '80s witnessed the rapid expansion of Samsung's technology businesses. Separate semiconductor and electronics branches were established, and in 1978 an aerospace division was created. Samsung Data Systems (now Samsung SDS) was established in 1985 to serve businesses' growing need for systems development. That helped Samsung quickly become a leader in information technology services.

In the 1990s Samsung continued its expansion into the global electronics markets. The 2000s witnessed the birth of Samsung's Galaxy smartphone series, which quickly not only became the company's most-praised product but also frequently topped annual lists of the best-selling smartphones in the world.

(Source edited from: <https://www.britannica.com/topic/Samsung-Electronics>)

Q.A Answer the following based on the reading text given above.

1. Give a suitable title for the above text

.....
(01 mark)

2. What is the global business entity that is being mentioned in this article?

.....
(01 mark)

3. What does Samsung specialize in producing according to paragraph 1?

.....
.....

(01 mark)

4. When and where was Samsung founded?

.....
.....

(02 marks)

5. Mention one fact that according to paragraph 2 triggered Samsung's initial growth as a company .

.....
.....

(02 marks)

6. What was so special about the year 1970 in the history of Samsung?

.....
.....

(02 marks)

7. When was Samsung first entered in to electronics industry as mentioned in the text?

.....
.....

(02 marks)

8. Mention four important milestones in the history of Samsung.

- A
- B
- C
- D

(04 marks)

Q.B: Give similar words for the following:

- 1. devices
- 2. adopted by
- 3. shielding
- 4. overseas
- 5. expansion

(05 x 02= 10 marks)

Q.C: There are four different styles of writing namely expository, descriptive, persuasive, and narrative. Identify the style of writing being employed by the writer of the text.

.....

(02 marks)

Q.D: Summarise the text in 40 words

(08 marks)

Total: 35 Marks

Section 2: English Language structure

Q.A: Underline the most suitable answers for the following.

1. Nimalito London next week, if she takes a cheap flight
(a) went (b) should go (c) will go (d) is going
2. If the teacher started the lesson earlier, shefinish it on time
(a) will finish (b) had finished (c) could finish (d) finished
3. If they alltheir best, the party will be great.
(a) did (b) must do (c) do (d) should have done
4. Students would take good marks, if the theylectures regularly.
(a) could attend (b) attended (c) attending (d) might have attended
5. If the manager is out from the office, Ihis documents and tasks.
(a) will handle (b) handle (c) must handle (d) am handling

(05 x 02=10 Marks)

Q.B: Select the most suitable answers that would fill in the blanks by underling them.

- 1) I my document before the power went out in the computer lab.
a) had saved b) have saved c) has saved d) saves
- 2) When I first met Rajitha, he in the university for fifteen years.
a) working b) will be working c) had been working d) will be worked

3) What did you say? I to you.

- a) didn't listening b) don't listen c) wasn't listening d) won't listening

4) The picnic because Raj has just had a traffic accident.

- a) will be cancelled b) will cancelling c) cancelling d) will be cancelling

5) He the paper by next week.

- a) corrected b) will have corrected c) will be corrected d) correcting

(05 x 02= 10 Marks)

Q. C: Choose the correct answers and underline them.

01. There are two (vacant, vacancies, vacantly) for computer designers in our office.

02. Richard Bronson is a (strategy, strategic, strategist) business leader.

03. I like National TV for the (clarity, clear, clearly) of its pictures.

04. The HR manager listened to my strong views very (patient, patiently, patience).

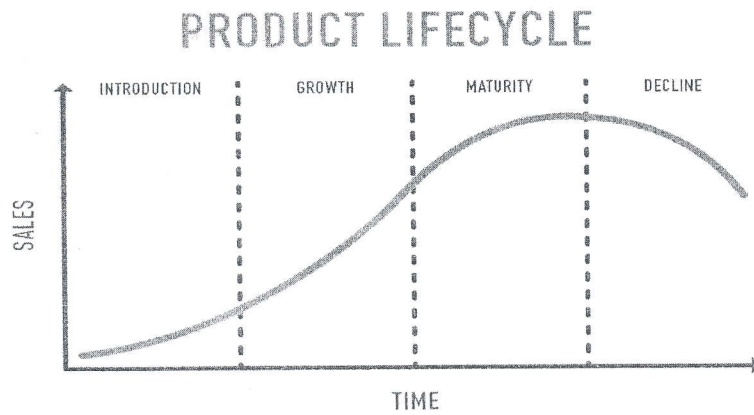
05. Money alone cannot give us all the (happy, happiness, happily) in the world.

(05 x 02= 10 Marks)

Total : 30 Marks

Section 3: Writing Skills

Q.A: Write a paragraph using the following chart given below in about 40 to 50 words:



(15 marks)

Blank page with horizontal dotted lines for writing.