



EASTERN UNIVERSITY OF SRI LANKA

FACULTY OF COMMERCE AND MANAGEMENT

FIRST YEAR SECOND SEMESTER EXAMINATION IN BUSINESS
ADMINISTRATION / COMMERCE - 2007/08
[SEPTEMBER - 2009] PROPER

ENG: 1013 - BUSINESS COMMUNICATION

Index No.:

Time: 03 hours

Answer all questions on this paper itself.

For Examiner's use only

Question Number	Maximum Marks	Marks Obtained
I	10
II	10
III	10
IV	10
V	10
VI	10
VII	20
VIII	20
Total	<u>100</u>	<u>.....</u>

Examiner's Name :

Examiner's Signature :

Date :



Question: I

Assume that you have done a presentation on a selected topic related to your field.

Write five sentences on how the presentation made you to develop your English language skills.

01.

02.

03.

04.

05.

[5 x 2 = 10 marks]

Question: II

How can the spoken skill of the graduates be helpful to find employment opportunities?
Write your own ideas in five sentences.

01. _____

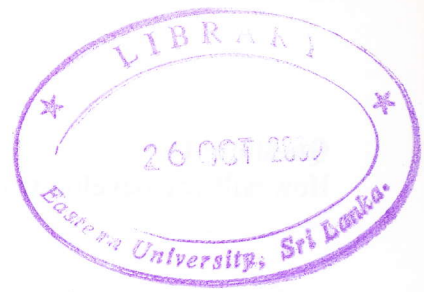
02. _____

03. _____

04. _____

05. _____

[5 x 2 = 10 marks]



Question: III

How do "Banks" help to the society? Write five sentences.

01.

02.

03.

04.

05.

[5 x 2 = 10 marks]

Question: IV

How will you develop your language skills in your career? Write five sentences.

01.

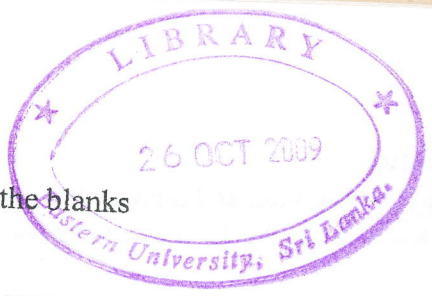
02.

03.

04.

05.

[5 x 2 = 10 marks]



Question: V

Select the correct word form given below and fill the blanks

01. The worst possible economic situation
02. Inflation when it reaches its highest level.
03. When unemployment stays at its highest it
04. When output starts rising from its lowest level it
05. A period when the economy is not healthy
06. During a recession, there is growth.
07. Rising prices without rising growth
08. A very slow economy
09. If inflation doesn't change, it remains
10. A very positive economic situation

levels off,
bottoms out,
stagnation,

peaks,
steady,
negative

depression,
boom,

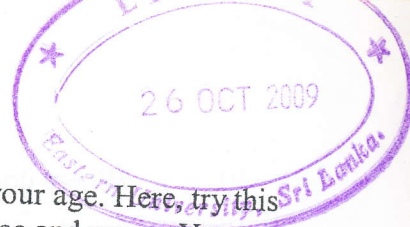
stagflation,
recession,

[10 x 1 = 10 marks]

Question: VI

Read the dialogue and answer the question from 1 – 8 given below. Answer the questions from 9 – 10 using your own information.

- Customer : I saw your ad in this morning's paper. It looks like you've got some good buys on men's suits.
- Clerk : Yes, sir. Right this way, please. Let's see. You look like a 40 Regular. Is that right?
- Customer : Usually I'm a 38 Regular, but it's true that I've gained a little weight lately. How can you tell a person's size that way?
- Clerk : After you've been in the business as long as I have, it's not difficult, believe me. Here, try this coat on just for size. We'll see if you have indeed grown into a new size. We'll try a 38 first.
- Customer : It's pretty snug. I guess you're right. I'll try a 40.
- Clerk : That looks as though it were made for you. How does it feel?
- Customer : Perfect. So, a 40 it is. What I'd like to look at is a dark, business-type suit – the kind that never goes out of style. Something in wool, I think.
- Clerk : Right this way. We have some excellent pure wool suits. Wool has the best of everything – more comfort, more quality, more value. But as to style, I think you should realize that even the most conservative styles still change. The width of lapels changes, the number of buttons in front and on sleeves changes, even the number of pockets changes.
- Customer : I'm sure you're right. It's just that I dread the idea of buying a new suit every year.
- Clerk : Well, the changes are not usually that dramatic. What do you think of this one with a faint pinstripe?
- Customer : No, that's a bit too formal for me. I'd like something dark but not stodgy: a dark gray, or navy blue, or even black. But I prefer a solid color.



- Clerk : Black might be too solemn for someone your age. Here, try this three-piece gray worsted. Worsteds are nice and warm. You can use the dressing room over there to try it on, if you'd like. (A few minutes later, the customer is standing in front of a mirror outside the dressing room. He is admiring the cut of the suit.) That looks almost tailor-made for you. We can take these sleeves up a bit, hem the trousers of course, and perhaps take in a tuck at the waist. What do you think?
- Customer : It's just what I wanted. I can't believe that buying a suit can be this easy. The last time I bought a suit, it took me hours to decide, and I visited several different stores. How long will it take for the alterations?
- Clerk : {He uses a soft piece of chalk to mark where the alterations are to be made.) We have a seamstress here in the store. We don't have to send any work out. Your suit should be ready in a day or so. I'll call you when it's ready.
- Customer : That's great. I'll need some new clothes for a party this weekend.
- Clerk : It will definitely be ready by the weekend, I can promise that.
- Customer : Can I charge this?
- Clerk : Yes, but before you do, let's look at some accessories. I've got a fine selection of ties to go with that new suit, and in other sections of the store, we've got shirts, belts, socks, sweaters,
- Customer : Wait a minute! I'd better check my budget. I do need some of those items you've mentioned, but I'm not sure I can afford them at this time.

01. Where does this dialogue take place? What people take part in the dialogue?

02. What are some materials used in men's suits?

03. Is wool usually a light or heavy material? How does it differ from polyester materials?

04. What are the three pieces of a three-piece suit?

05. What are some examples of alterations often made on a suit?

06. Describe the latest fashion in men's suits.

07. What is a pinstripe?

08. What else does a men's store sell besides suits?

09. Name some stores which sell men's clothing near your home.

10. What size suit do you wear? Your father? Your brother?

[10 x 1 = 10 marks]



Question: VII.

Fill in the blanks using suitable words given below.

01. We lost money and,, have made changes.
02. We have covered all contingencies.
03. All of the lab indicate the drug is safe.
04. We no further problems.
05. Is it to ask questions of our own?
06. The union is for more flexible benefits.
07. The of the warehouse has been doubled.
08. A has been named to investigate.
09. Did all the board members with the decision?
10. Our have made one recommendation.
11. Who will the changeover?
12. One computer is to network administration.
13. Her was a shock to all of us.
14. The agreed to consider the matter.
15. procedures are now in place.
16. Is it to begin so early?
17. The has begun making strange noises.
18. The mayor declared the site a health
19. The committee the procedure immediately.
20. results have all been positive.

laboratory,
initiated,
hazard,
furnace,
feasible,

established,
employees,
disclosure,
dedicated,
coordinate,

consultants,
concur,
commission,
capacity,
bargaining,

appropriate,
anticipate,
analyses,
adequately,
accordingly.

[20 x 1 = 20 marks]

