EASTERN UNIVERSITY, SRI LANKA

SECOND YEAR SECOND SEMESTER EXAMINATION
IN COMMERCE AND MANAGEMENT- 2017/2018 (JANUARY2020)

ENG 2022 ENGLISH LANGUAGE SKILLS

Time: 02 Hours

Index No: ……………………………..

Instructions to the candidates:

1. Answer all the questions on this paper itself.
2. Marks will be deducted for spelling errors and grammatical mistakes.
3. This paper consists of 09 pages.

For Examiner's use only

Question Number	Maximum Marks	Marks Obtained
01	30	
02	35	
03	10	
04	25	
Total	100	

Reading Skills

Q1: Read the following text and answer the questions that follow:

Long gone and forgotten are the days when commercial activities such as exchange of goods a services for money, between two parties, had to take place in a traditional setting. The custon going to the marketplace, checking out a variety of products, choosing required stuff, purchas them and then paying the specific amount is what marks traditional commerce. Howev nowadays with technology innovations, modern ways of selling goods and services have co up. For instance, e-commerce is the service where people buy and sell products via the Interne

Even with the advent of e-commerce, some people prefer traditional commerce because t think that e-commerce is not safe. However, both methods are reliable to use. Traditio commerce involves the exchange of goods and services between two people face to face and one of the oldest modes of buying products and services. It is done by almost everyone all the globe.

E-commerce or electronic commerce is like traditional commerce. As such, it also involves exchange of goods and services. The only difference is that it is conducted online via electronic network – the Internet. Nowadays it has been extended to online social netwo With e-commerce, transactions, assistance, and communication are done through the use o electronic medium. All business activities including selling, ordering, purchasing, payments performed over the internet. Technologies such as electronic data interchange, email, electronic fund transfers are used for transactions and payments.

There are major differences between traditional commerce and e-commerce. Traditi commerce focuses on the exchange of products and services through personal interactions a therefore manual while e-commerce trading activities are online via the internet and ca considered automatic.

Traditional commerce is limited to time business hours mostly during the day while e-comn is 24/7. It can be done anytime, day and night. In addition to that, traditional commerce alle buyer to physically inspect goods and test out services before making a purchase. Conver with e-commerce, products and services are not examined physically. As far as cons

interactions are concerned, traditional commerce provides face to face interaction. On the other hand, e-commerce can be termed as screen to face interaction. Traditional commerce is limited to a particular geographical location while e-commerce is global and has no physical limitation. Modes of payment in traditional commerce include cash, cheques, and credit cards. With e-commerce, there's electronic funds transfer, credit card numbers and more. Delivery of goods and services is instant with traditional commerce while e-commerce delivery takes some time. It is difficult to establish and maintain standard practices in traditional commerce. However, with e-commerce, uniform strategies can be quickly established and maintained.

Following the discussion above, both traditional and e-commerce are modes of exchanging goods and services. Each has its pros and cons. E-Commerce is like conventional commerce with the major difference being the platforms via which the exchange and business transactions occur. E-commerce saves consumers a lot of time and is therefore convenient because you can buy goods and services in the comfort of your home or just from anywhere at any time.

Source: http://www.differencebetween.net/business/difference-between-traditional-commerce-and-ecommerce/

1. Give the Summary of the text in 30—40 words

Marks: 05

2. Give a suitable title to the Text:

....

....

Mark: 02

3. What is the intention /purpose of the writer of the above text?

....

Marks: 03

4. Why do still most people prefer traditional commerce over e-commerce in the age technology?

....

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Marks: 03

5. Mention one chief difference that clearly defines the nature of e-commerce in compari to traditional commerce, as mentioned in the text?

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Marks: 04

6. List four of the major differences that make e-commerce distinct from traditi commerce. (Answer in point form is encouraged)

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Marks: 04

7. Mention one extension of the scope of e-commerce due to the advancement o Internet?

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Marks: 03

8. How could you convince one who wants to switch over from traditional mode of s of hand designed jewellery to e-commerce? Suggest your answer based o information provided in the text?
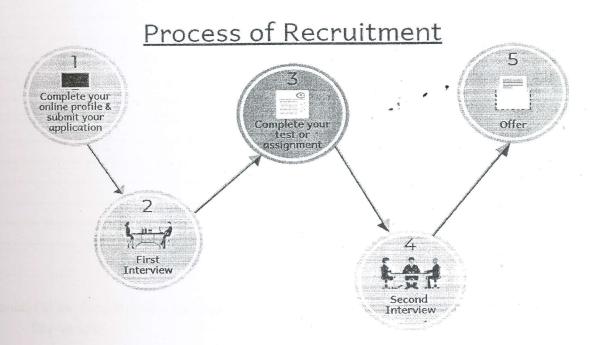
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<div align="right">Marks: 03</div>

9. Write a definition for e-commerce (using your own words) based on the conceptual inputs received from the text.

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<div align="right">Marks: 03</div>

<div align="right">**(Total Marks: 30)**</div>

English Language Structure

Q2: I. Fill in the blanks by using the correct tenses in the dotted lines. Base form of the verbs is given in the brackets.

1. We ....a documentary when it started to rain. (to watch)
2. I ....to visit you yesterday, but you...........not at home.(to want) (to be)
3. Look! It................................., so we can't ....to the beach. (to rain) (to go)
4. There are a lot of clouds! It ....soon. (to rain)
5. The sun .... in the west. (to set)
6. Since 2018 they .... their son every year. (to visit)
7. While the consultant .... Mr.Siva this morning, his son .... outside. (to advise) (to wait)
8. I..................... for my consultancy payment for two hours. (to wait)
9. After Kumar ....the film on TV, he decided to buy the book. (to see)

10. Wait a minute, I .... this box for you. (to carry)

(Total Marks: 10 x 1.5=15)

II. Change the following sentences into passive voice and write them in the dotted line provided.

1. We will provide you a chance again.

....

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2. They have changed the date of the examination.

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3. They were interviewing her for the job.

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4. The chief examiner told them not to talk in examination hall.

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5. The supervisor will examine the research report.

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6. The lecturers encourage the students to develop their presentation skills.

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7. The management has now improved the communication with the students.

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8. I have attached the current status report for your suggestions and additions.

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9. The college has listed and displayed the scholarship recipients for this year.

....

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10. We corrected two serious errors in the set of data presented in the report.

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<div align="right">(Total Marks:10 x 2 = 20)</div>

Writing Skills

Q3. Describe the following process in 75-100 words

Process of Recruitment

1 — Complete your online profile & submit your application

2 — First Interview

3 — Complete your test or assignment

4 — Second Interview

5 — Offer

Source: https://tekshapers.com/blog/How-to-Improve-Your-Recruitment-Process

<div align="right">(Total Marks: 10)</div>

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Q4. Write a composition on the topic given below:

Information at present is so easy to find on the Internet that students need not to rememⁿ
anything. Do you agree?   ´Words: 150

Instructions:
Write in paragraphs.
Use appropriate style of writing
Give clear introduction, and conclusion
Marks will be deducted for spelling errors and grammatical mistakes.

(Total Marks: