

EASTERN UNIVERSITY, SRI LANKA

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

Business Communication II: ENG 2022

Time: 02 Hours

Index No:

Instructions to the candidates

1. This paper consists of **EIGHT (08)** pages including this content 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

A young manager accosted me the other day. "I've been reading all about leadership, he implemented several ideas, and think I'm doing a good job at leading my team. How will I know when I've crossed over from being a manager to a leader?" he wanted to know.

I didn't have a ready answer and it's a complicated issue, so we decided to talk the next day. I thought long and hard, and came up with three tests that will help you decide if you've made the shift from managing people to leading them.

Counting value vs Creating value.

You're probably counting value, not adding it, if you're managing people. Only managers count value; some even reduce value by disabling those who add value. If a diamond cutter is asked to report every 15 minutes how many stones he has cut, by distracting him, his boss is subtracting value.

By contrast, leaders focus on creating value, saying: "I'd like you to handle A while I deal with B." He or she generates value over and above that which the team create, and is as much a value-creator as his or her followers are. Leading by example and leading by enabling people are the hallmarks of action-based leadership.

Circles of influence vs Circles of power

Just as managers have subordinates and leaders have followers, managers create circles of power while leaders create circles of influence.

The quickest way to figure out which of the two you're doing is to count the number of people outside your reporting hierarchy who come to you for advice. The more that do, the more likely it is that you are perceived to be a leader.

Leading people vs Managing work

Management consists of controlling a group or a set of entities to accomplish a goal. Leadership refers to an individual's ability to influence, motivate, and enable others to contribute toward organizational success. Influence and inspiration separate leaders from managers, not power and control.

In India, M.K. Gandhi inspired millions of people to fight for their rights, and he went shoulder to shoulder with them so India could achieve independence in 1947. His vision became everyone's dream and ensured that the country's push for independence was unstoppable. The world needs leaders like him who can think beyond problems, have vision, and inspire people to convert challenges into opportunities, a step at a time.

I encouraged my colleague to put this theory to the test by inviting his team-mates for coffee. When they stop discussing the tasks at hand — and talk about vision, purpose, and aspirations instead, that's when you will know you have become a leader.

(Extract from: <https://hbr.org/2013/08/tests-of-a-leadership-tri>)

Q.A: Read the text given above and answer the following questions.

1. Give a suitable title for the above text
.....
2. What are the two entities that are being compared to in this article?
.....
.....
3. In terms of value what does a manager do, according to paragraph 3?
.....
.....
4. What do you understand, according to the passage, counting value vs creating value?
.....
.....
.....
5. Is leading people differ from managing work, according to the writer of the text?
Justify your answer.
.....
.....
.....

(05 x 03 = 15 marks)

Q.B: Give similar words for the following:

1. accosted
2. complicated
3. hallmark
4. subordinates
5. hierarchy

(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.

.....
.....

(03 marks)

Q.D: Summarise the text in to 40 words

(07 Mar

Total: 35 Mar

Section 2: English Language structure

Q.A: Underline the most suitable answer.

1. If Nimali reads the passage, she..... the questions.
a. will answer b. might answer c. answered d. would have answered
2. If I had a mobile, I you.
a. shall phone b. will phone c. phone d. phoned
3. We to the beach, if we had stayed in Trincomalee.
a. should go b. would have gone c. going d. must go
4. If the management assistant prepared the report, I it with you.
a. will share b. shared c. could have shared d. may be shared
5. The professor more mistakes, if he had checked the text again.
a. could have found b. shall find c. find d. might have find

(05 x 02=10 Mar

Q.B: Fill the missing phrases in the sentences by choosing among the followings.

(machines, difference between, higher education, terrible accident, in the circular, form of correspondence, general manager, recruitment agency, recommended candidates, parking facilities)

1. The auditor discovered that there was a the cash book and the bank balance.
2. The students were agreed to follow the regulations as it was
3. Many people use email as a formal
4. This particularhas a remarkable record for filling job vacancies.
5. The main reason for this is that they make sure that their are suitable.
6. Mr. Silva will be appointed as the of the company.
7. She's shocked, because she has seen a
8. They have improved in their office.
9. She went to Australia for her
10. have become our masters instead of making them our slaves.

(10 x 01= 10 Marks)

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

- 1) Ravi to phone me last night. But he didn't.
a) supposed b) is supposed c) was supposed d) will be supposed
- 2) Gihan away two or three times a year.
a) is going b) going c) goes d) went
- 3) a car when you were living in Colombo?
a) had you b) were you having c) have you had d) did you have
- 4) I my back while I in the garden.
a) hurts/ working b) hurting / working c) hurt / was working
b) d) hurting / works

5) At first, I didn't like my job, but..... to enjoy it now.

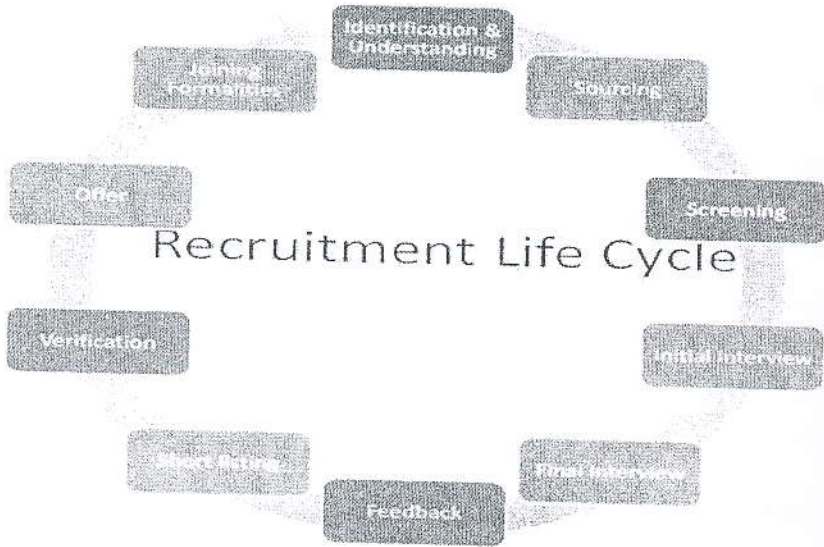
- a) I was beginning b) I beginning c) I was began d) I am beginning

(05 x 02= 10 Mar

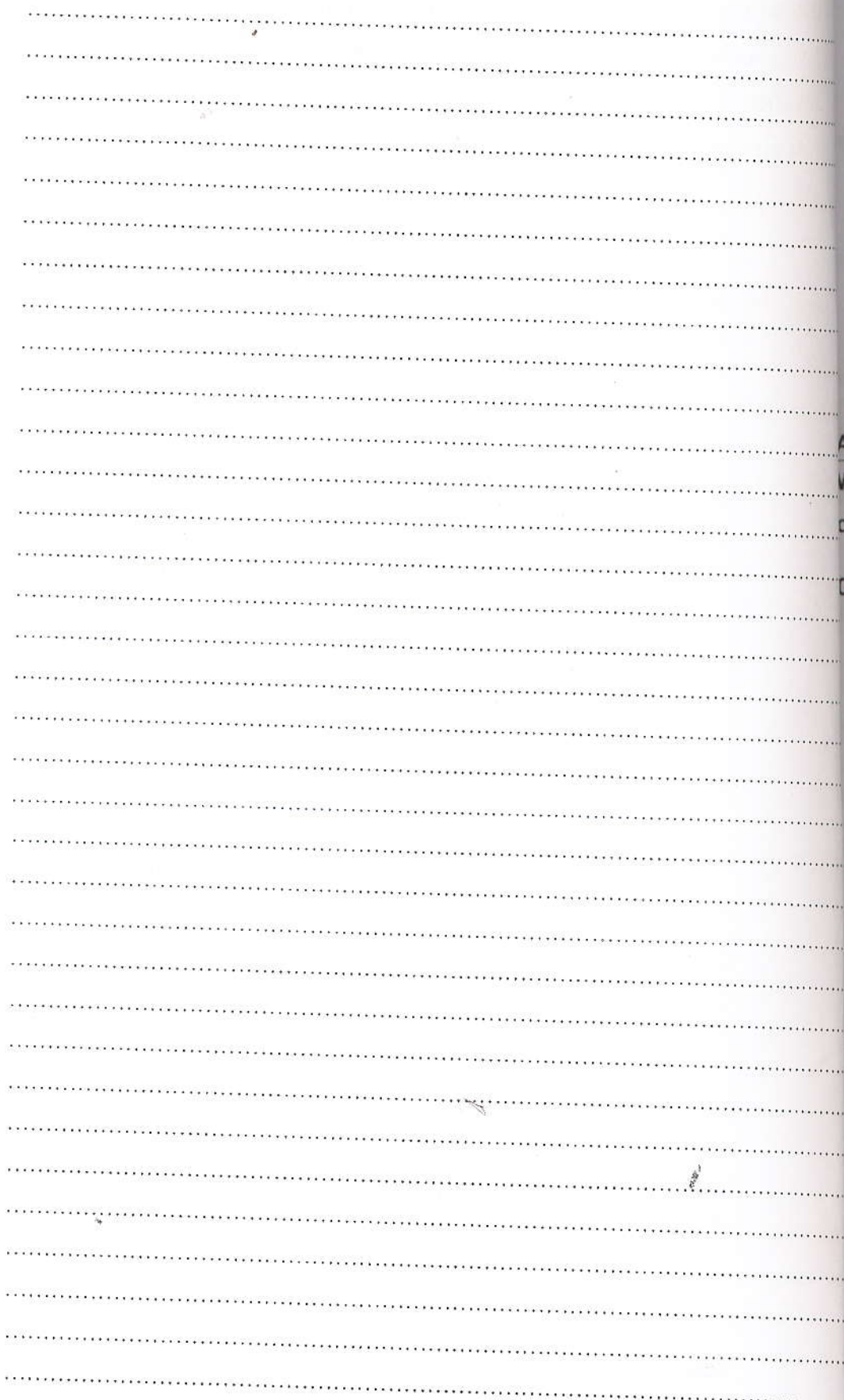
Total: 30 Mar

Section 3: Writing Skills

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



(15 Mark



A
V
C
D