



EASTERN UNIVERSITY, SRI LANKA

SECOND YEAR FIRST SEMESTER EXAMINATION IN BACHELOR OF
COMMERCE/BACHELOR OF BUSINESS ADMINISTRATION – 2015/2016
(October 2017)

Business Communication II (Written): ENG 2022

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
1	35
2	20
3	15
4	10
5	20
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100		=====

Q1. Read the text and answer the following questions.

Characteristics and Attributes of a Good Manager

Good managers are able to bring their teams together on common goals. Good management is critical to the success of small businesses. Poor management affects the staff morale, customer service and the quality of your product. Since small businesses have a few managers, even a poor manager can have a significant impact on your bottom line. Successful managers have common characteristics that you can seek out and develop in your own management staff.

Leadership:

Good managers should be able to lead the employees they manage. According to the U.S. Small Business Administration, leadership traits include emotional stability, enthusiasm and self-assurance. Managers display emotional stability by not letting frustration and stress become overwhelming. Enthusiasm means the manager is energetic and engaged. Managers display self-assurance by not being overly affected by the mistakes or failures.

Communication:

Good managers must be able to communicate well. Managers communicate with the employees who report to them, other managers and clients. Communication may be in person, over the phone or via email. Managers do facilitate communication between employees who report to them. Good managers are able to listen effectively. They take the time to listen to what employees and customers have to say and are able to communicate with what they understood, said and act accordingly. Good managers are aware of nonverbal communication too. Good managers are aware of the example they set for the employees they manage.

Planning:

Good managers are organized. They know what and when it needs to be done. They understand the goal of your business and how the employees could be supervised on achieving the goal. If you give them a task, they are able to plan the steps involved in achieving that goal and in communicating the steps with the employees to carry those steps out. Planning depends on the type of business. Typically, good managers should be capable of planning out schedules, maintaining inventory and departmental budgets.

Problem-Solving:

Good managers are able to identify and solve problems. Good managers can think of creative solutions to problems related to personal, or to deal with an upset customer or to deal with a difficult vendor, then executing the solutions accordingly. Good managers are responsible enough to take an ethical approach in problem solving rather than being abdicated.

(Source: Small Business)

01) Read the above passage and state whether the following statements are TRUE or FALSE.

- a) Every successful manager has the same characteristics. ()
- b) A good manager should take haste decision and act accordingly. ()
- c) A problem should be solved by the manager thinking it is someone's responsibilities. ()

(2 × 3 = 6 marks)

02) Answer the following questions.

a) What are the outcomes of poor management?

.....
.....
.....

b) How can a manager display self-assurance?

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.....
.....

c) What are the leadership qualities that are mentioned in the text?

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.....
.....

d) List the characteristics of a good manager.

.....
.....
.....

(3 × 4 = 12 marks)

03) Underline the most suitable ending to the following sentences.

- A) Successful managers show their emotional balance through
 - a) giving importance to frustration and stress.
 - b) not giving important to frustration and stress.
 - c) giving importance to energy and enthusiasm.

- B) Planning can differ,
- a) depending on the type of the customer.
 - b) depending on the size of the business.
 - c) depending on the type of the business.
- C) According to the text, a good organizer knows,
- a) what to do and when to do.
 - b) why it needs to be done.
 - c) to whom he is working
- D) Nonverbal communication means,
- a) you say louder what you want to say.
 - b) doing and saying what you think.
 - c) doing things than saying.

(3 × 4 = 12 marks)

04) Summarize paragraph 3 in the text. Do not use more than 30 words.

(5 marks)

(Total Marks: 35)

Q2. Complete the following application form with relevant details.

ABC Trust for Financial Support
Personal Loan Application Form for students

Title: Mr. Miss Mrs. Rev

Full Name

Address

Date of birth:

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NIC No:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Purpose:

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Residential status: Home Renting Hostel

Mobile number:

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E-mail address:

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Relationship status: Single Married

Date of birth:

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Account Number

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Bank

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Type of account: Current Savings

Signature:

(Total Marks: 15)

Q3. Change the following sentences into passive voice.

1. We will examine you again.

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.....

2. They have changed the date of the meeting.

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3. They were interviewing her for the job.

.....
.....

4. The professor told them not to talk in class.

.....
.....

5. The supervisor will examine the report before he sends it to the manager.

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.....

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

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7. The management needs to improve the communication with the students.

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8. I have attached the current status report for your consideration.

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.....

9. The real estate agent listed several houses in this year.

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.....

10. We corrected two serious errors of income before the auditor revised the accounting records.

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.....

(Total Marks: 10x2 = 20)

Q4. Fill in each blank with the correct form of the verb given in brackets

So many entrepreneurs (1) (come) up with amazing business ideas. However, they (2) (be) unable to scale during the growth phase, only to see their business dreams(3)(crash) and burn by the end of year one. Any good business coach will always (4) (stress) upon learning the fundamentals of running a business. It's ~~the~~ fundamentals that lead to the top. Fortunately, the fundamentals (5) (remain) the same for all businesses big and small.

Here are a few things all small business owners must practice if they want to see their investments soar:

The biggest reasons small businesses have such a hard time surviving(6) (be) because they run out of cash. It's not the lack of profits but the mismanagement of ready money that (7) (drive) entrepreneurs to despair. Figure out the

inventory and cash-at-hand needs of your business early on. Figure out what..... (8) (affect) your cash position and fix it!

Entrepreneurs are so(9) (caught) up in their own businesses, that they ignore the competition. oftentimes until it's too late. Understand what they..... (10) (do), how they are pricing products/services similar to yours and marketing their offerings. Then create counter-strategies to help your business come out on top. This is an extremely important aspect of running a small business.

(Source: Business Venture Advisor.)

(TotalMarks:10)

Q5. Write a composition on one of the following topics. Use around 200 words.

1. Tourism in Sri Lanka.
2. E-commerce and its' benefits.
3. Role of Publicity and Promotion in Businesses Development.
4. Soft skills development for undergraduates in the universities.

(Total Marks: 20)
