

EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT
SPECIAL EXAMINATION FOR FINAL YEAR
BUSINESS ADMINISTRATION / COMMERCE 2005/2006



ENG : 3013 – ENGLISH FOR 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	20
II	15
III	15
IV	10
V	20
VI	20
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Total	<u>100</u>	_____

Examiner's Name :

Examiner's Signature :

Date :



Question: 01

Assume that you are the Purchasing Officer attached to "SATA INTERNATIONAL", No. 35, Station Road, Ratmalana.

Your Manager has requested you to obtain a quotation for the purchase of a photocopying machine. Write a letter to "Modern Photocopiers", No. 24, Galle Road, Colombo 03, asking for quotations for a photocopying machine. Give your requirements.

Dotted lines for writing the letter.

[20 marks]

Question: II

Assume that you are the secretary of the Students' Union.

You have invited Dean/Faculty of Commerce & Management to deliver a speech on "Business Communication", at the next meeting.

Re-arrange the given items to make a meaningful agenda.

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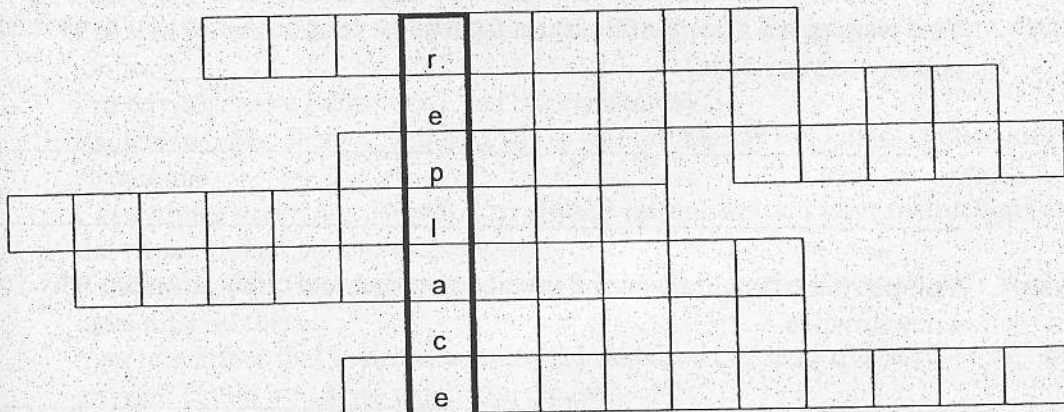
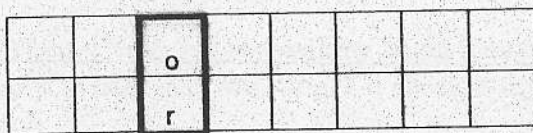
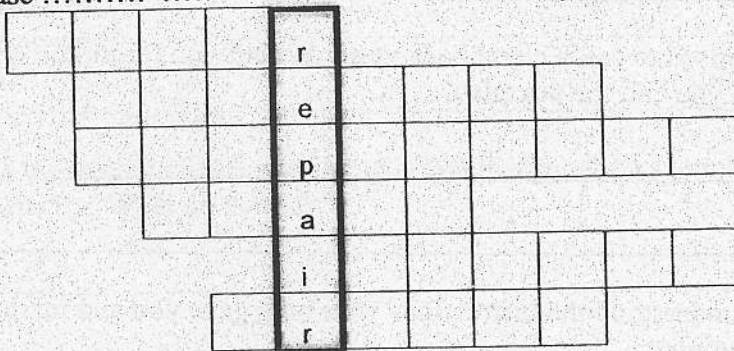
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- Any other matters.
- Chief guest' speech on Business Communication – Dean of the Faculty of Commerce and Management.
- Vote of thanks – Secretary.
- Confirmation of minutes by the members
- Discussion and questioning time –
- Confirmation date of next meeting
- Welcome Speech by the Chairperson
- Reading of the minutes by the Secretary
- Observation of silence
- Matters regarding minutes.
- Topic – Business Communication.
- Lighting of traditional oil lamp.
- Refreshment – at the end of the meeting.

[15 marks]

Question: III Add the missing words to the puzzle from the list of words given below.

01. This is not a serious problem, it's only a fault.
02. We are rejecting the goods because we consider the quality to be
03. If you have suffered any loss, we will of course you for this.
04. We intend to for the additional expenses we have incurred.
05. You don't need a qualified electrician to a computer printer.
06. A number of problems have since we bought the machine.
07. The delay is due to a of qualified staff.
08. As explained in our catalog, this program carries a 90-day
09. As explained in our catalogue, this programme carries a 3-month
10. The engineer is on call 24 hours a day if there is an
11. There is a lack of for such an old machine.
12. We must have a computer system that works well, of the cost.
13. Their service department is responsible for the machine.
14. The service contract all repairs to the equipment.
15. Any that is faulty will be returned to the supplier.
16. Please these faulty items.



merchandise, covers, maintaining, regardless, spare parts, emergency, guarantee, warranty, shortage, arisen, install, claim, compensate, inferior, minor, repair or replace

Question: IV

What would you say in these situations? Select and **write the appropriate answer** from the list given below.

01. Your car wouldn't start and you have arrived a few minutes late for dinner with a client. What do you say when you arrive?

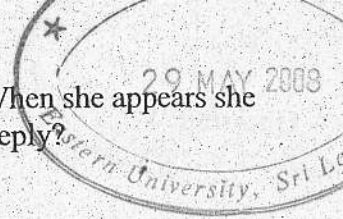
02. Your train was delayed and you have arrived a few minutes late for lunch with some colleagues. What do you say when you arrive?

03. You promised to call a client back yesterday but you forgot to. What do you say to her when you call the next day?

04. You misunderstood the instructions your boss gave you and mailed the wrong documents to your supplier.

05. You were given a copy of the sales figures by your boss, but you have mislaid it. What do you say to your boss?

06. You put the wrong date on the invoice you sent to a client. Explain why you are sending a new invoice.



07. You've been waiting twenty minutes for a colleague to arrive. When she appears she apologizes, using the words in Sentence 1 above. What do you reply?

08. Your supplier hasn't sent the correct instruction manual, in spite of your reminder to them. What do you say?

09. Your boss promised to call your clients in Dallas this afternoon but it's now nearly time to go home.

10. Ms King, a client, calls you and tells you that she thinks you have invoiced her incorrectly. What do you say?

1. That's quite all right. I've only been waiting about a quarter of an hour.
2. Oh, I'm very sorry to hear that, Ms King. I'll check it myself personally and call you back before lunch.
3. Sorry I'm so late, everyone. My train was delayed.
4. I'm terribly sorry to be so late. My car wouldn't start. I hope you haven't been waiting too long.
5. I'm terribly sorry I didn't call you back yesterday.
6. Excuse me, Mr. Brown, you said you'd call our clients in Dallas. Is there still time this afternoon?
7. I'm awfully sorry, Mr. Brown. I'm afraid I misunderstood your instructions and mailed the wrong documents to our supplier.
8. Excuse me, Mr. Brown, but you know those sales figures you gave me? Well, I seem to have mislaid them.
9. You remember that instruction manual I asked you to send us? Well, it still hasn't arrived. Could you send it quickly, please?
10. I'm very sorry about this, but I'm afraid we put the wrong date on the invoice we sent you, so we're sending you a new one.

[10 marks]

Question: V

Read this article and then fill each gap below with one word.

About time

For the manager of the 1990s, time is apparently of the essence. Consumers, the argument runs, want to get their hands on the products – be they burgers or Buicks- faster than ever. The fashionable will buy from your firm only if you have the latest designs before your rivals. Better still, they will invariably pay more for the privilege of speed.

The key is to look at the entire manufacturing operation and then restructure that, systematically.

Traditionally, manufacturing is a carefully ordered affair: tasks usually have a sequence that can be changed only in small ways. Most firms will have employed specialists to determine the best scheduling logic for manufacturing. But “precedence constraints” (eg task A must be carried out before task B) can cause queues and bottlenecks in even the most logical manufacturing process. This not only results in delay, it also introduces an unpredictable variability into a company's operations.

There is a cheaper route. By breaking down tasks into ever smaller, faster bits, companies can increase their manufacturing flexibility. This, in turn, will tend to increase the number of tasks that can be performed in parallel rather than in sequence. For instance, several smaller machines can be used to perform one task, rather than a single large machine. Parallel tasks have no precedence constraints and can reduce bottlenecks. That helps speed a company's manufacturing process close to the theoretical ideal-which reduces queues and bottlenecks elsewhere in the factory.

Perhaps the single most effective answer to the problem is to invest in lots of excess capacity which eliminates queuing and bottlenecks, sharply reducing unpredictable variations in the time needed to complete each part of the manufacturing process. As a consequence, production times tend to fall while manufacturing reliability (and hence the reliability of products) soars. It also introduces more greater flexibility into the factory – which helps companies respond more rapidly to customer whims.

All told, experts reckon that cutting production times by a quarter can reduce overall costs by about a fifth.

If it sounds too costly and risky, concentrate on the margin. Benetton, an Italian clothes company, does just that, as does Nissan. For the core products bought by the bulk of their customers, a prompt response to new trends is not a priority. But for their growing number of faddish, innovation-loving customers, these companies have developed fast-response marketing, manufacturing and distribution. Benetton has undyed stocks of clothes waiting to be coloured according to the latest trends. Nissan will quickly assemble from standardised components a limited run of vehicles to fill microniches in the market – including speciality versions of its snail-like S-Cargo delivery van, suitably tailored for customers such as bakeries, flower shops or boutiques.

Question: VI

Fill the blanks with phrases given below.

01. He was a gold watch when he retired.
02. We've been them over this since January.
03. We expect to a large this deal.
04. We may have to them to agree to our demand.
05. We have just a new computer system
..... one of the major suppliers.
06. Unfortunately, there is a technical
information about these new processes.
07. What our customers are completely satisfied with
our product?
08. I having to pay a handling charge to the freight
forwarders.
09. Their firm has just Apollo International.
10. Will you please us any change to the shipping
date?

merged with,

lack of,

negotiating with,

notify us of,

proportion of,

make a large profit on,

put pressure on,

placed an order for with,

presented with,

I object to

[2x10=20 marks]