

EASTERN UNIVERSITY, SRI LANKA.

(EXTERNAL DEGREES)

FIRST EXAMINATION IN BACHLOR OF BUSINESS

ADMINISTRATION / COMMERCE – 1998/99

(REPEAT) – (MARCH 2005)

CC: 112 – ENGLISH

Index No:

Time: 03 hours .

Answer all questions on this paper itself.

For Examiner's use only:

Question Number	Marks Obtained	Maximum Marks
I	10
II	10
III	15
IV	10
V	10
VI	10
VII	10
VIII	10
IX	15
	-----	-----
Total	_____	<u>100</u>

Examiner's Name :

Examiner's Signature :

Date :



Question. I

Match the words under column A with their meanings under column B. Write the correct letter in the box. The first one has been done for you.

[A]

- | | | |
|-----|--------------|------------|
| 1. | Book Keeping | [...g....] |
| 2. | Debt | [.....] |
| 3. | Account | [...i....] |
| 4. | Trade marks | [...j....] |
| 5. | Bankruptcy | [...k....] |
| 6. | Ledger | [...b....] |
| 7. | Dividend | [...f....] |
| 8. | Premium | [...r....] |
| 9. | Input | [...e....] |
| 10. | Balance | [...p....] |
| 11. | Margin | [...d....] |

[B]

- a. the legally declared state of being unable to pay debts.
- b. record book of debits and credits.
- c. a share of profits divided among the shareholders of a corporation.
- d. the difference between cost and selling price.
- e. data fed into a computer.
- f. the difference between debits and credits.
- g. is the day to day recording of transactions of an enterprise.
- h. is a sum of money owed.
- i. a book keeping record of business transactions.
- j. are intangible assets consisting of the right to exclusive use of particular marks or motifs.
- k. a payment usually for an insurance policy.

[1 x 10= 10 marks]



Question. I

Match the words under column A with their meanings under column B. Write the correct letter in the box. The first one has been done for you.

[A]

- | | | |
|-----|--------------|-----------|
| 1. | Book Keeping | [...g...] |
| 2. | Debt | [.....] |
| 3. | Account | [.....] |
| 4. | Trade marks | [.....] |
| 5. | Bankruptcy | [.....] |
| 6. | Ledger | [.....] |
| 7. | Dividend | [.....] |
| 8. | Premium | [.....] |
| 9. | Input | [.....] |
| 10. | Balance | [.....] |
| 11. | Margin | [.....] |

[B]

- a. the legally declared state of being unable to pay debts.
- b. record book of debits and credits.
- c. a share of profits divided among the shareholders of a corporation.
- d. the difference between cost and selling price.
- e. data fed into a computer.
- f. the difference between debits and credits.
- g. is the day to day recording of transactions of an enterprise.
- h. is a sum of money owed.
- i. a book keeping record of business transactions.
- j. are intangible assets consisting of the right to exclusive use of particular marks or motifs.
- k. a payment usually for an insurance policy.

[1 x 10= 10 marks]

Question. II

Fill in the blanks with suitable prepositions from the list given below.

You can use a preposition more than once.

by, to, of, in, on, for, from

The department of education of the Open University decided to develop an offer [1] the teacher educators. The degree programme conducted [2] department had revealed that all categories [3]teacher educators, irrespective of their present qualifications, desired some form of special pedagogical training directly relevant [4]..... their work. [5] the other hand it was realized that provision of opportunity [6] follow existing programmes of study here or abroad, would enhance knowledge [7] the field of education only in a very general way. It would not contribute [8] enhancement of competencies, which are of special relevance to teacher educators [9] general and to those in Sri Lanka in particular. [10] the above we think how the teacher educators are very important.

[1 x 10= 10 marks]



Question: III

Complete the following passage with words given in the list below.

The purpose of any business is to make a [1] Profit is not a dirty word. It simply means that the [2] which have been entrusted to us have been used effectively. The more [3] the resources have been used, the more profit will be made. If all the businesses [4] a country were making a loss there would be an [5] disaster. The government taxes business profits and uses the [6] to pay for free education, the national health service, unemployment pay, old age pensions and national defense among other things. So one of the reasons the business managers need to keep a record of their [7] is to allow the Inspector of Taxes to [8] how much tax is due. However, there are other reasons why the business managers want to keep [9] records. They want [10] know whether the policies they are applying are proving to be successful or otherwise. They want to know whether [11] are called for. They also want to know who [12] them money (so-called debtors) and to whom they owe money (so-called creditors). They want to make sure they [13] all the monies which are due to them, and they also want to make sure they are not [14] confronted [15] a creditor they had forgotten about.

- | | | |
|---------------|-------------|-----------|
| profit | financial | to |
| resources | economic | by |
| proceeds | effectively | calculate |
| transactions | suddenly | owes |
| modifications | in | collect |

[1 x 15= 15 marks]

Question: IV

Assume that you have a deposit of Rs. 50,000/- at the Bank of Ceylon and have maintained the account smoothly. You have now decided to apply for a credit card for your convenience.

Fill in the card application.

[10 marks]

APPLICATION FOR CREDIT CARD

Personal details:

- 1. Full Name :
- 2. Surname :
- 3. Address :
- 4. Country and code :
- 6. Full phone number :
- 7. Date of birth:
- 8. Married: Single:
- 9. Primary use of card:
Business: Personal:

Financial details:

- 10. Name of bank :
- 11. Address :
- 12. Post code :
- 13. Personal current account number:
- 14. Other bank accounts:

Business details:

- 15. Employer's name/name of own business:
.....
- 16. Address:
- 17. Nature of business:
- 18. Position held:
- 19. Annual income:
- 20. Whether retired:
- 21. If self employed, give your name and address of your accountant whom we may contact regarding your income:
.....
- 22. Signature: 23. Date:

Question: V

What would you say in the following situations? Write the correct letter of the response in the boxes provided against each situation.

Situations

- 1. One of your friends got through his examination. []
- 2. Your uncle met with an accident. []
- 3. The students in your classroom make a lot of noise. []
- 4. You friend is celebrating the new year. []
- 5. You meet your friend in the morning. []
- 6. You want the volume of the radio reduced. []
- 7. You meet a friend of yours after a long time. []
- 8. Your friend is recovering from serious illness. []
- 9. You want your children to keep the place tidy. []
- 10. Your friend is flying to the United States of America for his higher studies. []

Responses

- a. Wish you a speedy recovery
- b. Wish you a safe journey
- c. Congratulations on your successful results.
- d. Happy New Year
- e. Please keep quiet
- f. I'm shocked by the incident
- g. Keep the room clean
- h. Glad to meet you
- i. Good morning to you
- j. Could you please reduce the sound? [1 x 10 = 10 marks]

Question: VI

Tick (✓) the word or group of words closest in meaning to words underlined in the following sentences.

01. Advertisements help in the disposal of surplus goods by stimulating the demand for the product.

- a) excess
- b) locally made
- c) shortage

02. A two-way chain of communication between the management and the subordinates is vital for the success of a business.

- a) persons working under another
- b) distributors
- c) consumers

03. The business magazine of the news-paper gives the study of the current business situation.

- a) past
- b) present
- c) important

04. An adequate supply of working capital is essential if insolvency is to be avoided.

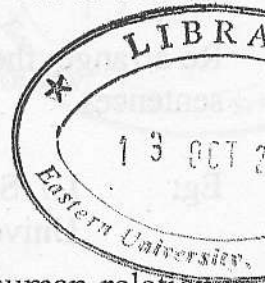
- a) bankruptcy
- b) prosperity
- c) flourishing

05. Under no circumstances can voting take place unless a quorum is present, as laid down by the committee's terms of reference.

- a) minimum number of members
- b) maximum number of members
- c) no members present

06. Industries should be located away from crowded cities to reduce the hazards of air, noise and water pollution.

- a) effects
- b) danger
- c) percentage



07. Most executives prefer secretaries who have human-relation qualities.

- a) owners
- b) managers
- c) bankers

08. Illicit trade is causing millions of rupees loss to well established businesses.

- a) export
- b) traditional
- c) unlawful

09. Corporations with complex operations maintain a continuous internal audit.

- a) multiple
- b) very hard
- c) interesting

10. A customer who exceeds his overdraft limit will have to pay additional bank charges as well as interest on excess.

- a) overdrawn amount
- b) amount drawn
- c) limited amount

[1 x 10 = 10 marks]

Question: VII

Re-arrange the following jumbled sentences to make meaningful sentences.

Eg: I / Sri Lanka / undergraduate / am / Eastern / an / at / University / the / of / . /

I am an undergraduate at the Eastern University of Sri Lanka.

01. Management / I / a / first / student / am / year / . /

.....

02. early / she / up / in / morning / gets / the / . /

.....

03. is / ADB / planning / the / provide / to / million / year / 150 / this dollars / . /

.....

04. retailing / shops / industry / are / supermarkets / and / part / the / of / . /

.....

05. rates / credit / interest / banks / very / charge / high / of / on / loans / . /

.....

[2 x 5 = 10 marks]

Question: VIII



Read the following passage and answer the questions that follow

Dealing with people

In business, people have to deal in person with all kinds of people. You may have to use English when talking to different people within your company who don't speak your language: these may be colleagues or co-workers, superiors or subordinates – who may work in your own department, in another part of the building or in another branch. And you may also have to deal in English with people from outside the organization: clients, suppliers, visitors and members of the public. Moreover, these people may be friends, acquaintances or strangers – people of your own age, or people who are younger or older than you. The relationship you have with a person determines the kind of language you use.

This relationship may even affect what you say when you meet people: for example, it is not appropriate to say 'Hi, how are you!' when meeting the Managing Director of a large company or to say 'Good morning, it's a great pleasure to meet you' when being introduced to a person you will be working closely within the same team.

Remember that people form an impression of you from the way you speak and behave – not just from the way you do your work. People in different countries have different ideas of what sounds friendly, polite or sincere – and of what sounds rude or unfriendly! Good manners in your culture may be considered bad manners in another.

Remember also that your body language, gestures and expression may tell people more about you than the words you use.

1. Write two instances where you may have to use English?

.....
.....

2. Name some people with whom you may have to use English outside the organization.

.....
.....

3. What determines the kind of language you use?

.....
.....

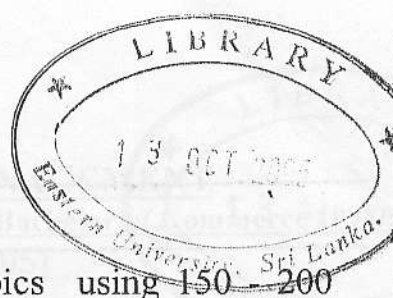
4. Why should you behave and speak in a good way?

.....
.....

5. What are the other ways you can use than words to tell people more about you?

.....
.....

[2 x 5 = 10 marks]



Question: IX

Write a composition on one of the following topics using 150 - 200 words.

1. The economy of Sri Lanka after the Tsunami.
2. How English language plays a major role in the Business of the world.
3. Suggest a home garden/mini poultry farm to manage the house expenses.

[15 marks]
