



EASTERN UNIVERSITY OF SRI LANKA

FACULTY OF COMMERCE AND MANAGEMENT

SPECIAL EXAMINATION IN BBA/ COM 2007/2008 FEB/MAR 2010  
Special repeat

ENG: 2213-English for Communication

Index No:.....

Time:03 hours

Answer all questions on this paper itself.

**Write neatly and clearly.**

For Examiner's use only

Question Number	Maximum Marks	Marks Obtained
I	10	.....
II	10	.....
III	15	.....
IV	15	.....
V	15	.....
VI	15	.....
VII	20	.....
<b>Total</b>	<b>100</b>	.....

Examiner's Name : .....

Examiner's Signature : .....

Date : .....

I. Match the following common commercial terms with their meanings.

Write the correct letter in the brackets.

1. Good will ..... [     ]
2. List price ..... [     ]
3. Discount ..... [     ]
4. Debt ..... [     ]
5. Date of maturity ..... [     ]
6. Cash discount ..... [     ]
7. Broker ..... [     ]
8. Back bill ..... [     ]
9. At the market ..... [     ]
10. Ad Valorem duty ..... [     ]

- a. Duty levied on the value of the article only.
- b. An order to a broker to sell immediately at the best price possible.
- c. A statement of unpaid charges.
- d. An agent or buyer or seller who works on commission basis.
- e. A discount allowed for payment of a debt in advance.
- f. Date on which a debt must be paid.
- g. Amount owed by one to another.
- h. A reduction of a principal amount.
- i. The price shown in the sales list of the seller.
- j. Value of a firm's reputation

[1x10=10 marks]

II. Read the following advertisement and answer the question.

**Wanted**

**Security Personnel**

The Human Rights Commission of Sri Lanka invites offers from Security Firms who are willing to supply personnel for private security and cash escort for period from January to December 2006.

Quotations including conditions & charges should be sent to following address on or before 14<sup>th</sup> February of 2008.

Chairpeson,  
Human Rights Commission,  
No. 36, Kynsey Road,  
Colombo 08.

1. What is this advertisement about?

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2. Who invites offers from Security Firms?

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3. What is the period of supply of security personnel?

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4. What is the deadline for sending quotations?

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5. What is the address mentioned in the advertisement?

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[2 x 5 = 10marks]

III. Fill in each blank with the right part of the pronoun in brackets.

1. \_\_\_\_\_ (I) radio is cheap. \_\_\_\_\_ (You) is expensive.
2. Where is \_\_\_\_\_ (You) ticket? This is \_\_\_\_\_ (I).
3. It is not \_\_\_\_\_ (I) mistake. The fault is \_\_\_\_\_ (You).
4. I am giving \_\_\_\_\_ (She) a present. Today is \_\_\_\_\_ (She) birthday.
5. That is \_\_\_\_\_ (he) wife. She is a friend of \_\_\_\_\_ (We).

[B] Fill in the blanks with the given Conjunctions.

(as, although, because, so, but)

1. He tried hard \_\_\_\_\_ did not succeed.
2. \_\_\_\_\_ there is no bus, we may have to go by van.
3. He went for duty \_\_\_\_\_ he was sick.
4. It was raining heavily \_\_\_\_\_ they stopped the match.
5. The Police arrested him \_\_\_\_\_ he stole in a shop.

[C] Fill in the blanks with the Preposition suitably.

( until, into, since, for, during)

1. School usually have their vacation \_\_\_\_\_ April.
2. He has been absent \_\_\_\_\_ last Friday.
3. You have to wait \_\_\_\_\_ five o'clock.
4. The ball fell \_\_\_\_\_ the well.
5. He bought a present \_\_\_\_\_ his friend.

[1X15 =15 marks ]

IV. Write a paragraph on what steps you would take to start a business in 75-100 words.

A series of horizontal dotted lines for writing.

V. Re- arrange the following jumbled words / phrases to make meaningful sentences.

1. / business / of modern day's / the success / of business letter / use / depends on / . /

.....  
.....

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

.....  
.....

3. / of good / good writing / is the result / planning and / clear thinking / . /

.....  
.....

4. / business letters / in very plain / be written / should always / and simple language / . /

.....  
.....

5. / use / verb forms for / people frequently / the wrong / various tenses / . /

.....  
.....

[3x5=15 marks]

VI. Fill in the blanks with suitable words from the list given below.

1. Banks ..... your account when you use a Eurocheque abroad.
2. Few companies pay their shareholders a regular .....
3. .... can result if you have no more income to pay all your debts.
4. Our customers get reminders on ..... payments.
5. People with large incomes or ..... can always get credit from a bank.
6. Banks ..... very high rates of interest on credit loans.
7. Suppliers expect their ..... to be paid promptly.
8. A firm's costs include wages, interest and also .....
9. Although we have paid our bills regularly, we still have some outstanding .....
10. We hope to increase our profits for this ..... year.
11. Our profits were very small despite a large .....
12. The increase in ..... will not change our price policy.
13. Every year a company must allow for ..... in the value of its machines and buildings.
14. A ..... layout is important in a letter.
15. Valuable items can be sent by ..... mail.

depreciation, inflation, turnover, financial, debts, overheads, invoices,  
charge, assets, overdue, bankruptcy, dividend, debit, clear, registered

[1 x 15 = 15 marks]

VII. Write a composition on the “ Role of English in Higher Education” using not less than ~~two~~ hundred words.

Write neatly and clearly.

A series of horizontal dotted lines spanning the width of the page, intended for writing a composition.

[20 marks]



March 2018

BA 201 / 2017-18



Time: 3 Hours

Number of questions: 3

Answer all three questions

Number of pages: 4

Answers should be typed clearly

Q.1. Explain the following terms: (a) Business Administration (b) Management (c) Organization (d) Planning (e) Control