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No. of Pages	12

UNIVERSITY OF SRI JAYEWARDENEPURA
2011 B.Sc. Business Administration (General) External Degree
Part I Examination - May 2014
BME 1007 - BUSINESS ENGLISH

315

Instructions

- (i) The time allocated is **Three (03) Hours** only.
- (ii) This paper consists of eight (08) questions. Answer all the questions.
- (iii) Write your answers in the blank spaces provided on the paper itself.
- (iv) You are responsible for clear and legible handwriting.
- (v) Total One Hundred (100) Marks

Index No:

Question No. 01

Choose an idiom to replace the expression given in the brackets. (10 Marks)

1. V K Holdings, a leading multinational company in the Apparel Industry, is planning to (hire) about 150 workers for their new factory in Mannar.
(a) take over (b) turn over (c) take on (d) make a go of
2. Our showroom in Nugegoda will be closed during the weekend to (count the number of items we have).
(a) take stock (b) run short (c) work overtime (d) gain ground
3. The company's plans for marketing the latest product are still (in preparation).
(a) coming on strong (b) in short supply (c) going public (d) in the works
4. We need to get a (rough estimate) for the cost of the new furniture we are going to buy for our head office.
(a) budget crunch (b) number cruncher (c) ball park figure (d) sweetheart deal
5. There is a chance to make much money during this festive season so we will (take advantage of the opportunity) and work hard.
(a) throw money at it (b) strike while the iron is hot (c) sell like hotcakes
(d) mean business
6. The sales assistants in this shop try to sell the items by (being very aggressive) and that makes the customers feel very uneasy.
(a) a hard sell (b) keeping books (c) a kickback
(d) a company man
7. The price of gold (reached its lowest point) last month but it has begun to rise again.
(a) cut corners (b) closed out (c) broke even (d) bottomed out

8. A large multinational company (took control of) one of the local super market chains.
(a) took over (b) took stock of (c) turned over (d) sold out
9. The (amount of sales) of smart phones increased dramatically during the last few months
(a) write-off (b) turnover (c) calculated risk (d) double check
10. The demand for our products (collapsed) when the new competitor broke our monopoly.
(a) took a nosedive (b) turned over (c) bottomed out (d) carried the day

Question No. 02

Select the suitable verb form for the following sentences.

(10 Marks)

1. My sister (read) a book.
A) read B) was read C) is reading D) has been read
2. Fathima (like) dogs.
A) is liking B) liked C) likes D) had like
3. She (go) to the park every Friday.
A) went B) has gone C) goes D) had gone
4. This time tomorrow some of the people in this room to their home countries.
A) will travel B) will travelling C) will be travelling D) will have travelling
5. Anithra couldn't open the classroom door because one of the other students it from the inside.
A) Locked B) was locking C) has locked D) had locked
6. Every day, even when it's raining heavily, Hemal for an early morning run before eating breakfast.
A) going B) is going C) goes D) is gone
7. At the moment, an exercise in order to review the English verb tenses that I have learned.
A) I do B) I doing C) I'm doing D) I've done
8. Before people landed on the Moon in 1969, some people that the moon was made of cheese.
A) believed B) were believing C) have believed D) had been believing
9. By Christmas, all of the students in our class to their countries.
A) will return B) will have returned C) will be returning D) will have returning
10. This is Jayathu's last week at the university so he Goodbye to all his new friends for the last three days.
A) Says B) said C) had said D) is saying

Question No. 03

(a) Fill in the following blanks with at, on or in.

(6 Marks)

1. The headquarters of the United Nations is America.
2. In the most countries people drive the right.
3. I usually buy a newspaper my way to work.
4. I'll be at the office 7 o' clock.
5. I'll be back half an hour.
6. I suddenly saw a man the room.
7. There is a picture the wall.
8. The woman is looking her daughter.
9. What are you doing Saturday?
10. I am leavingthe afternoon. May be three pm. I am coming back Sunday evening.
11. She worksthe Ministry of Finance the Accounts Branch.
12. The butterfly flew from flower to flower and settled a flower.

(b) Fill in the blanks with appropriate articles (a, an, the) where necessary.

(6 Marks)

(1)..... Sri Lankan man got married to (2)..... American woman who lived in (3) Chicago. The man had to come down to Sri Lanka to attend (4)..... important funeral in his village. He didn't want to take his wife with him as he thought that (5)..... villagers were primitive. But she was (6) intelligent woman who insisted on coming with him. Once when she came to Sri Lanka she got (7) chance to visit Sigiriya and several other historical places. She was stunned by (8)..... marvelous places and decided to leave (9)America forever. But (10)..... man wanted to catch (11)..... aero plane to fly back to America as soon as possible. Finally they arrived on (12)..... glorious sunny day.

Question No. 04

You are the Marketing Manager of the Marketing Department of the LSD Company. You wish to hold the staff meeting for the staff members of the Marketing Department on 15th February, 2014 from 9.00 am at the Board Room. You wish to inform them to bring the completed reports of the year 2013 for the meeting. You are writing the memo on the 1st of February, 2014. Include all the relevant information. Use your own words when writing the memo.

(08 Marks)

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Question No. 05

Read the following passage and answer the questions given below. (15 Marks)

Ways to Go Green in Companies

Lee Morgan, eHow Contributor

Today's business world is obsessed with "going green" or becoming more environmentally conscious -- and for good reason.

Recycling and energy conservation are important parts of helping make sure our planet is preserved for future generations. In the corporate world, it is often easy to lose sight of these important choices as companies chase down higher profits, but there are many ways these businesses can go green while saving some green in the process.

Buy Green

The first thing to consider when going green as a company is buying from green suppliers. Some research into the business habits of potential suppliers to your company will reveal which ones have the most environmentally aware practices. Reward these companies as you hope others will reward you for your efforts.

Dedicating your company to working with preferred vendors who are making an effort to recycle and use renewable energy sources or other green technology will encourage these practices among their competitors.

Remanufactured Ink and Toner

Offices that must work with significant amounts of printed documents should always recycle their used ink cartridges and toners and only buy remanufactured replacements. With these products readily available, there is no reason to purchase any more new toner cartridges. The world has plenty of **them** already.

Electronic Filing

Making the transition to electronic filing can reduce the use of paper by massive amounts. One portable USB drive or CD-ROM can store enough information to fill an entire room full of filing cabinets, and the documents will be far more easily retrieved when needed. Online storage is available as well, meaning an even more a diminished need for disks.

Go through every piece of printed material used at your business and determine if an electronic version of it would be a suitable replacement. Odds are, **it** will be just as good if not better. Spending the time to convert documents to electronic formats and implementing an electronic filing system moving forward will be well worth it in the long run.

Lighting

Get rid of all incandescent lighting at the office. Using energy-efficient fluorescents as a replacement as old-style bulbs burn out will result in a significant energy savings each year. Although the cost of the bulbs is a little higher, durability and energy savings will more than compensate for the upfront expense.

Recycling Programme

If your company does not already have a recycling programme, get one in place. Put someone in charge of organizing bins for plastics and paper and assign another person to get the recyclables to the proper centers.

Consider Telecommuting

If some staff members at your company can perform their jobs by telecommuting from home, consider allowing **them** to do so. Employees will likely enjoy the opportunity, and it will cut down on office energy use and keep another commuter off the road.

In addition, use the Internet to conduct meetings instead of flying or driving to offsite locations. **This** will cut down on travel emissions, travel expense and wasted time.

Courtesy: <http://www.ehow.com>

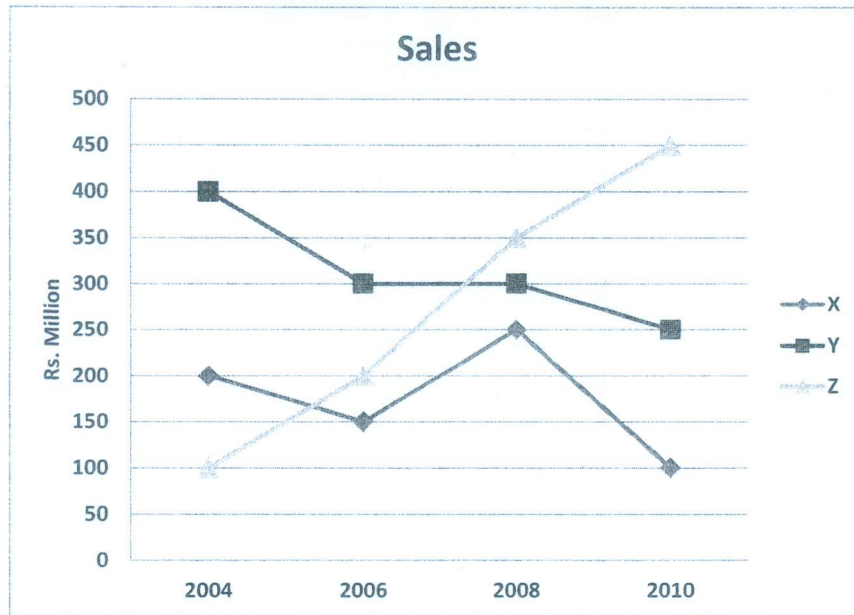
<http://www.dailynews.lk/?q=features/ways-go-green-companies#sthash.I2AGNVkh.dpuf>

1. Are the following statements true (T) or false (F)? (2 marks)
 - a. At present, the business world is not interested about *going green*. (.....)
 - b. Transition to electronic filing is time consuming at the beginning. (.....)
 - c. It is difficult for the offices to find remanufactured replacements, especially in printing. (.....)
 - d. Energy-efficient fluorescent bulbs are more expensive than the old-style bulbs (.....)

2. According to the passage, why can companies easily forget about *going green*? (1 mark)
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-
3. Why is *going green* important?(1 mark)
-
-
4. How does *buying green* promote the concept *going green* among companies? (1 mark)
-
-
-
5. What are the electronic filing methods suggested in the passage? (1 mark; all 3 need to be mentioned)
-
-
6. According to the passage how should the recycling programme be carried out in a company? (1 mark)
-
-
-
7. According to the passage why should companies allow their employees to work from home? (1 mark; at least 2 need to be mentioned)
-
-
-
8. What / who do the following pronouns refer to in the passage? (2 marks)
- a. them (line 17) -
- b. this (line 37) -
- c. them (line 34) -
- d. it (line 23) -
9. Give the meaning of the following words/expressions in your own words. (4 marks)
- a. chase down -
- b. vendors -
- c. purchase -
- d. massive -
10. Write a suitable title for the passage. (1 mark)
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Question No. 06

The following graph shows the sales of X, Y and Z Companies for the period from 2004 to 2010. Based on the graph, write a description of around 250 words, comparing the performance of the three companies over the years. (13 Marks)



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Question No. 07

Assume that you are the Director of the AIP Institute and that your institute wishes to purchase 15 computers for the Computer Laboratory. Write a letter to the Manager of the ASD Company, requesting information of the available computer models and configuration, prizes, guarantee period, discounts offered etc. (12 Marks)

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Question No. 08

Imagine that you are the Production Manager of 'Global Tea (Pvt) Ltd.' and write an informational report to the Board of Directors based on the data given below. (20 Marks)

Your report should include the following;

- Title/Heading**
- Introductory Paragraph**
- Body Paragraphs under Sub-headings**
- Conclusion and Recommendations**

Chart 1: Global Tea Production by Geographical Location

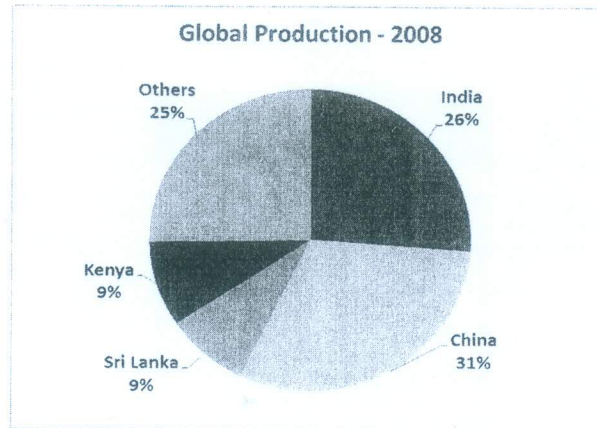


Chart 2: Global Tea Exports by Geographical Location

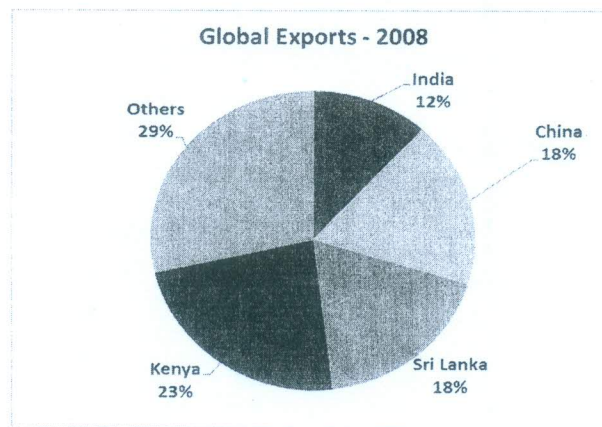
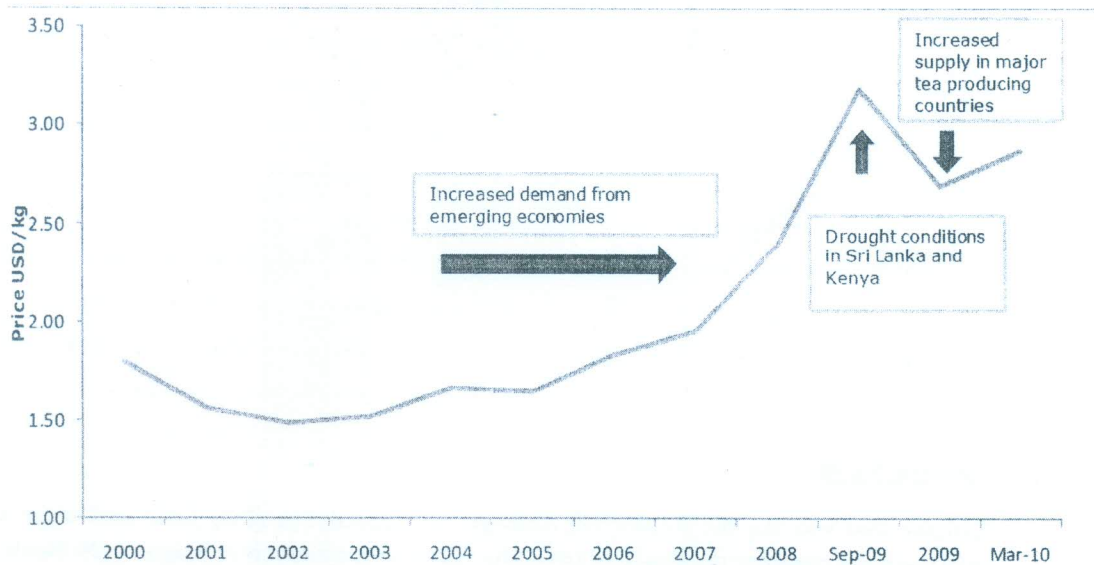


Chart 3: Global Price Trends



Source: Ram Ratings (Lanka) Ltd (2010)



A series of horizontal dotted lines for writing, arranged in approximately 30 rows across the page.