



# Business Level I

## BUSINESS COMMUNICATION I

### Instructions to Candidates

- (1) Time allowed: 2 hours
- (2) Total: 100 marks
- (3) Section I- Reading: 6 questions – **All questions are compulsory**  
Section II- Writing: 4 questions – **All questions are compulsory**
- (4) Answers to all questions

C  
S  
1

SEPTEMBER

2021

ONLINE  
EXAMINATION

SESSION - I

## Section I: Reading

All questions are compulsory.  
Total marks for Section I is 50.  
Recommended time for this section is 1 hour.

### Question 1

Use the most suitable words to complete the sentences given below.

Write the numbers 1 to 10 in your answer booklet and the selected word against the relevant number.

stress	explained	opinions	rewards	targets
industry	facilities	confidence	average	essential

- (1) The lecturer said that becoming proficient in English is ..... for the present - day job market.
- (2) Confident people inspire ..... in others: their audience, peers, customers, and friends.
- (3) Information Technology (IT) is a large ..... that includes thousands of well-known software packages and services.
- (4) Steve Jobs, the business magnate once said, "Don't let the noise of others' ..... drown out your own inner voice."
- (5) An important aspect of time management is setting ..... and making an effort not to miss them.
- (6) An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the .....
- (7) The speaker raised his voice every time he wanted to ..... a crucial point in his speech.
- (8) He ..... that the decrease in sales of the food items in the store was due to poor quality and raised prices.
- (9) Mastering the right study skills can help you advance from an ..... learner to a successful learner.
- (10) These days, many major banks in Sri Lanka offer online banking ..... to customers.

**(10 marks)**

## Question 02

Read the statements and the meanings given below. Select the meanings that match the statements.

Write the numbers (i) to (v) in your answer booklet and the correct letter a, b, c or d against the relevant number.

STATEMENTS	MEANINGS
(i) To reach their goal they expect the cooperation of everyone in the finance sector of the firm.	(a) Everyone in the finance sector helped.
	(b) The help of the finance sector is needed.
	(c) Everyone in the firm needs to try harder.
	(d) Reaching the goal is not the main aim.
(ii) Even though he did not have enough money, he studied hard with the intention of becoming an accountant.	(a) He had enough money to become an accountant.
	(b) With no money he studied and became an accountant.
	(c) He wanted to be an accountant so he studied hard.
	(d) Because he wanted to have money he studied hard.
(iii) The manager appointed capable people who would help him make good decisions in running the business.	(a) Capable people were appointed to help the manager.
	(b) Good decisions are to be made by the manager.
	(c) To make good decisions help is not always needed.
	(d) All good decisions aren't made by capable people.
(iv) A four percent increase in corporate tax, caused the shortfall of the company last year.	(a) The company lost due to the rise in corporate tax.
	(b) A four percent increase in tax was not a big issue.
	(c) Last year the company had to pay less corporate tax.
	(d) The shortfall of the company did not occur last year.
(v) Kamal and Ravi will soon finalize the annual budget proposal as requested by the management.	(a) Kamal will be finalizing the budget proposal soon
	(b) The budget needs to be completed immediately.
	(c) The management doesn't want the budget proposal.
	(d) Kamal and Ravi will finalize the budget proposal

(5 marks)

### Question 3

Fill in the blanks in the following paragraph with the present simple, past simple or the future simple form of the verb given within brackets. The **Number (0)** is done for you.

Write the numbers (i) to (x) in your answer booklet and the correct verb against the relevant number.

Prabath has always been exceptionally good in his studies. When asked what he wants to be in the future he says that his **ambition (0) ...is..... (be)** to be an accountant.

His father always (i).....(encourage) him to do what he really wanted to do. This (ii)..... (help) him decide on following a course in Accountancy last year. He (iii) ..... (join) a prestigious institute in Sri Lanka. His lecturer Mr. Munasinghe frequently says that Prabath (iv).....(be) a brilliant student who (v) .....(attend) all the lectures and works hard. He (vi).....(sit) for his final examination last June and (vii) ..... (be) able to be the best student of the year. He also (viii) ..... (win) a scholarship to study for a degree in Accountancy in a foreign university.

In three or four years he (ix) ..... (receive) his degree in Accountancy. Then he (x)..... (start) an accounting business and offer accounting services to the people of Sri Lanka, his motherland.

**(10 marks)**

#### Question 4

Fill in the blanks with the most suitable discourse markers given below. **Number (0)** is done for you.

Write the numbers (i) to (x) in your answer booklet and the discourse marker selected by you against the relevant number.

as a result	but	further more	even though	when
finally	due to	so	where	however

Just after sitting for my A/L examination I decided to look for a job. The newspapers offered various opportunities **(0) ...and.....** I applied for several vacancies. I was really excited (i) ..... I received an e- mail asking me to come for an interview. It was a rainy day, (ii) ..... I hired a taxi to go for the interview. It started off well, (iii) ..... half way through, the taxi broke down and I had to walk the rest of the way in the rain. (iv) ..... of this minor disaster I reached my interview location ten minutes late. The receptionist told me to go into an office (v) ..... the interview was to be held.

One of the interviewers, a lady offered me a seat. (vi) ..... she looked kind, when she spoke I realized that she was not kind, but rather angry. I thought this was (vii) .....my being late. She said that I should know to be punctual for an interview. (viii) ..... she said that I was not properly dressed. (ix) ....., she asked the usual interview questions and I answered.

(x) ..... the interview was over and I left.

Now I am sending applications for other jobs.

**(10 marks)**

## Question 5

Read the following text. Select the best sentence part given below to fill each of the gaps.

Write the numbers (i) to (v) in your answer booklet and the letter A, B, C, D or E against the relevant number.

- (A) make sure that you will not hide
- (B) as the current financial status of
- (C) that will help your business to grow
- (D) remember that the key to establishing effective
- (E) they will love the changes you will make

Today, the employers of some organizations find it really hard to establish good communication with their employees. This usually leads to serious conflicts in the workplace.

The following are some really useful tips, which will be helpful.

The truly effective communication between employees and the employer depends on how the employer can share important information such (i)..... the company, and the competition that has to be faced. This will make them aware of all the problems that concern them and they will understand the changes you intend to make.

When there is bad news, (ii) ..... the truth, but tell your employees how you feel and what remedial actions will be taken in the future. If you tell them that, (iii)....., but if you fire a couple of employees, you will provoke only negative emotions. Also, those emotions have a direct effect on the way your company will function (iv) Therefore..... communication between employees and employer is to respect their emotions and avoid trying to replace them with your emotions.

The effective communication between employees and employer is one of the main things (v) ..... . You will also make your employees feel like they are actually a part of the company.

**(5 marks)**

## Question 6

Read the following text and answer the questions given below.

Write the numbers (1) to (7) in your answer booklet and your answer against the relevant number.

Everyone has problems in life. "How can we solve the problems in our lives?" is the question to which we need to find answers. Sometimes, the problem occurs when we fail to act at the right time. One thing is certain, ignoring a problem means aggravating the situation. Dealing with the problem right at the beginning will help find a solution.

It is a fact that businesses too will encounter problems once in a while. Identifying these problems and finding solutions are essential steps for the business to continue and expand.

It is also important to be careful of the solutions you find because the solutions themselves might create additional problems in the future.

One problem faced by businesses is the threat of competitors. The more a business succeeds, the more the competitors notice and react. Even good customers can be quick to move to another product if they think that product is better or cheaper. Problems will also occur when market conditions change or when there are no clear plans regarding how the business will grow in the future.

When such problems occur if they are not solved efficiently it will lead to business failure.

But the fact is, with simple problem solving techniques, you can solve your problems in no time at all.

The first thing you need to consider is to understand the problem you are facing. The next step is to use creativity to come up with various solutions that might solve the problem. In order to do so you must keep an open mind and look into all the possibilities that are available and pick the one that will benefit the business the most. When you are tackling certain problems seeking advice from someone who has experience in that field can be vital.

You can also set up a meeting with the people who are responsible. You can ask them their ideas about the problem. Try to ask them what is wrong with their respective departments and let them list the things that they think need improvement. Get them to come up with possible solutions and decide on the most appropriate one.

Investing time and resources to come up with the most suitable solution will be an investment that will bring both short and long term benefits.

Select the correct answer.

- (1) According to the text, what is the reason we have problems in life?  
(a) waiting for someone to help  
(b) not acting at the right time  
(c) acting at the right time  
(d) speaking about our business **(1 mark)**
- (2) What will help a business to thrive?  
(a) identifying problems and finding solutions  
(b) creating additional problems for them  
(c) withdrawing a product from the market  
(d) not competing with other companies **(1 mark)**
- (3) What happens when a business starts to do well?  
(a) employees may leave the company  
(b) demand for their product may decrease  
(c) the competitors begin to pay attention  
(d) market conditions will remain the same **(1 mark)**

Answer the following questions.

- (4) What is the second step you have to take to solve a problem? **(2 marks)**
- (5) With whom should you discuss your problem? **(2 marks)**
- (6) What is the next step that should be taken after preparing the list? **(2 marks)**
- (7) Select the meaning of the following words.
- (i) **benefit**  
(a) be helpful (b) to increase (c) be harmful
- (ii) **available**  
(a) can be seen (b) able to be used (c) cannot be reached **(1 mark)**
- (10 marks)**



## Section II: Writing

All questions are compulsory.  
Total marks for this Section II is 50  
Recommended time for this section is 1 hour

### Question 7

Your friend Gimhaan informed you that he has decided to find a job while studying to be an accountant. He asked you to **advise** him on this matter. You think his decision is not good. What advice would you give him? Write your advice. Say why he should not do it.

Use the following guidelines or any others. Use about 70-80 words

- time spent on the job
- time needed for studying
- effort needed for both
- too much stress
- missing lectures - need to pass exams etc.

**(10 marks)**

### Question 8

You came across the following advertisement in the Daily Newspaper. Compose an e-mail to be sent to the Supplies Manager including the following.

Your e-mail address: student@yahoo.com

Use about 70-80 words

- Mention - titles of two books you need to purchase  
say - whether you need new or used books  
ask for - their prices and delivery charges  
- method of payment

**Regal Bookshop**  
Clearance Sale now on  
Used and new books Auditing and  
Accounting  
at a 10 % discount.  
Novels and Children's books at regular  
prices.  
Order online. Delivery within two days.

E- mail : regalbooks@gmail.com  
Supplies Manager ( Sugath De Silva)

**(10 marks)**

### Question 9

You are the **Human Resource Manager** of your company. The staff of the Sales Department needs to improve their knowledge of English. You have made arrangements to conduct Business English classes for them. These classes are to be held online during weekends from 8.30 a.m. to 11.30 a.m. Write a memo to be sent to the Sales Department Manager informing about this.

Use about 80 words.

Include the following:

- who should attend the classes
- duration of the course
- the names of lecturers conducting the classes
- the need to download teaching/ learning materials
- web site for materials; studypackcopy.com

**(15 marks)**

### Question 10

Write a paragraph on **one** of the following topics. Include at least four points relevant to the topic. Use about 150 words.

- (a) If I were the Minister of Health in Sri Lanka
- (b) Living in my Own Time Zone
- (c) A person I admire the most

**(15 marks)**

**(Total 100 marks)**