



SABARAGAMUWA UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES

022

BSc DEGREE PROGRAMME IN BANKING & INSURANCE
YEAR I SEMESTER II EXAMINATION – MARCH/APRIL 2017

BUSINESS ENGLISH II - BI 1263

BI/BM/EBM/FM/MM 1263 HM/TM 1243

Time allowed: **THREE (3) hours**

MARKING SCHEME

Three (03) hours

Index Number:

Answer all the questions; provide answers to questions 1, 2, 3, 5, 6, 7 and 8 in the answer sheet provided; answer the other questions (4 and 9) in separate sheets of paper.

Question Number	Marks/First Examiner	Marks/Second Examiner
1		
2		
3		
4		
5		
6		
7		
8		
9		
Total (Out of 100)		
Total (Out of 60)		



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1)	1		2)	1		3)	1		5)	1	
	2			2			2			2	
	3			3			3			3	
	4			4			4			4	
	5			5			5			5	
	6			6						6	
	7			7						7	
	8									8	
	9									9	
	10									10	
								11			
								12			
								13			
								14			
								15			

6) i	1		6) ii	1	
	2			2	
	3			3	
	4			4	
	5			5	

7)	1		8)	1	
	2			2	
	3			3	
	4			4	
	5			5	

GRAMMAR

- 1) (Choose the best response for each one) (01X10 = 10 marks)
1. If you can think of _____ better way to do this, please let me know. (A. No article B. the C. a)
 2. Q: Is he a clerk? A: No, he's ----- manager. (*There's only one manager*)
(A. the B. a C. no article)
 3. Is he a clerk? A: No, he's ----- manager. (*There's more than one manager*)
(A. the B. no article C. a)
 4. Many of ----- programmers that started last year have quit.
(A. a B. the C. no article)
 5. Many ----- programmers who joined last year have quit.
(A. the B. a C. no article)
 6. We hope to make ----- big advances during the early stages of this project.
(A. No article B. the C. a)
 7. Take a look at this report. ----- findings are really surprising.
(A. The B. a C. no article)
 8. Q: What are you working on? A: I'm trying to finish ----- presentation that I told you about this morning. (A. a B. no article C. the)
 9. Q: What are you working on? A: I'm working on ----- presentation for today's meeting. (*The person asking the question doesn't know about this presentation*) (A. the B. a C. no article)
 10. This is not ----- kind of product that a consumer will use only once.
(A. the B. a C. no article)

- 2) Make complete sentences by matching the first part (1-7) with the second part (a-g):
(10 marks)

1. If you buy more than 100 kilos of rice,
2. Unless you're late paying,
3. We'll arrange for extra-fast delivery
4. I might place a very large order
5. As long as your products meet international hygiene standards,
6. We'll be happy to pay in Euros
7. We'll sell your products on condition that

- a. you make us exclusive agents for this region.
- b. on condition that you pay the transportation costs involved.
- c. provided we can reach agreement on price.
- d. unless the exchange rate changes drastically.
- e. we could manage a larger discount.
- f. we should have no difficulty in selling them.
- g. we'll continue supplying you at regular intervals.

3) Fill in the blanks with the best response: (1x5 = 05 marks)

1. Do you think you _____ finish this report by the end of the day? (A. could /will B. could/have C. will/have)
2. Yes, the report _____ by the end of day. (A. will be finished B. finishes C. finished).
3. I _____ it as we speak. (A. finish B. would finish C. am finishing)
4. I will have finished _____ the presentation by the time you get back from lunch. (A. to prepare B. preparing C. A or B)?
5. I _____ for many different jobs. (A. have been applying B. have applied C. A or B)

- 4) Combine the following pairs of sentences using the words in the box:

(1.5 X 10 = 15 marks)

while, soon after, when, before, whenever, the moment, after, until, as soon as

- a. We'll get there. We'll send a message.
- b. I would like to finish it. It will get dark.
- c. We are going to have a rest. We'll be on holiday.
- d. He will not regret it. She'll move away.
- e. Can you water the flowers? We'll leave the house.
- f. Get in touch with him. I'm going to write to him.
- g. Come to see me. You'll feel alone.
- h. I will find the opener. I will open the bottle.
- i. We will go to the shop. We will be walking the dog.
- j. I'll have finished my lesson by noon. I'll come round.

- 5) One of your colleagues wrote this report for the Board of Directors. He has asked you to check that the English is correct. In many sentences, there are extra words. Write the extra words in the appropriate spaces in the answer script.

(15 marks)

INTRODUCTION

The purpose of this report is to show off the performance of the Forest Conference Centre in the last two years and its projected performance of next year.

USE OF CONFERENCE CENTRE

The number of days that the conference centre is used has increased by a 10% this year from 180 to 200, and so this trend is expected to continue next year, with a projected occupancy rate of 210 days. However, the number of delegates per conference has been falling down: last year there was on an average of 430 delegates per conference, whereas the average was reached 400 this year. It is predicted that delegates per conference will decrease to just 390 next year.

FINANCIAL PERFORMANCE

Turnover rose from just under 4m last year near to 4.5m this year. However, this figure will probably not drop to approximately 4m, next year. Profits also went up slightly this year. They were increased by about 200,000 from 1.5m to 1.7m, although this figure is forecasted to fall to about 25m next year.

CONCLUSION

While our new level of activity is rising, our financial performance is suffering due to increased in costs and falling revenue.

VOCABULARY

6)

- i. Complete the paragraph below with words from the box: (01 X 10 = 10 marks)

a. bulk orders, b. discount c. mark-up d. overheads e. recommended retail price

We are a small agricultural business which produces oranges for the export market. Our 1)....., or routine costs, such as water for irrigation or pesticides are pretty high. This means that when we sell our products, our profit margin is very narrow. Also, we face a lot of competition, so when buyers place 2)....., they often expect a hefty 3)..... or reduction in price. Some years, there's no profit at all. On the other hand, when you go to the supermarket, you see that the same fruit has been given an enormous 4)..... Sometimes it is as much as 400% and the 5)..... bears no relation to the price we were given when we sold the oranges.

- ii. Complete the text with a word or phrase from the box:

a. Absenteeism b. off sick c. productivity d. staff retention e. staff turnover

MAKING STAFF HAPPY

Many Electronics had a problem of 1)----- with many staff phoning in to say they were sick. Although employers pay high wages, workers did not seem to stay with them long and 2)----- was almost 20% a year. Eventually, the managing director, Sophie May, decided to call in a consultant, who reached the conclusion that most staff were under too much stress. Many complained that they worked long hours and that, as a result, they were unable to have a reasonable work-life balance. Many felt that management did not value their work, and, as a result, they did not feel motivated to work very hard. The fact that workers were doing their jobs slowly and were frequently 3)----- with colds, back pain and headaches affected 4)-----, so that less was being produced per working day than ten years ago. The consultant recommended that Sophie should introduce a bonus scheme so that workers were paid extra for being more productive. Further, he suggested that a more flexible working system would help 5)----- and mean fewer people leaving the company.

READING

- 7) Read the following paragraph and answer the questions below it:

(10 marks)

Automakers will race to appeal to budget-conscious Chinese car buyers as the industry expands beyond the wealthy coastal cities in the east, Ford Motor Co's (F.N) Asia chief said on Tuesday.

As they expand more heavily into central and western China, automakers can appeal to price-sensitive consumers by offering multiple vehicles within the same size segment at varying prices, Joe Hinrichs said.

"The growth expected in the rest of this decade in China is largely to come from the central and western parts of the country which is more value-oriented," he told reporters at Ford's headquarters in Dearborn, Michigan.

"You'll need to serve those customers differently," he added.

Ford's plan to introduce 15 new vehicles in China by 2015 began with last month's launch of the new Focus. Hinrichs said last month in Beijing that Ford plans to sell cars priced below the Fiesta, currently their cheapest model in Asia with a price ranging from \$12,300 to \$17,500.

Ford sales in China rose 24 percent in April to 54,881 vehicles, spurred by strong demand for the Focus.

Ford makes the Fiesta, Focus, Mondeo and other vehicles in China in a three-way tie-up with Chongqing Automobile Co Ltd 000625.SZ and Japan's Mazda Motor Corp (7261.T).

1. According to the article, where in China are people more budget-minded?
A. In the central and western part of the country B. In Shanghai C. In the coastal cities
2. Which Ford car is not mentioned in the article?
A. Mustang B. Fiesta C. Focus
3. How many other companies does Ford partner with to make cars in China?
A. Three B. One C. Two
4. According to the article, China's wealthiest cities are in the _____.
A. central B. eastern C. western part of the country
5. How many new vehicles does Ford plan to introduce in China over the next 3 years?
A. 10 B. 15 C. Focus, Fiesta, and Mondeo

8) Read the following passage and answer the questions below it:

(10 marks)

Consumers went back to using their credit cards in March to keep spending while student and new-car loans shot up as the value of outstanding consumer credit jumped at the fastest rate since late 2001, data from the Federal Reserve showed on Monday.

Total consumer credit grew by \$21.36 billion - more than twice the \$9.8 billion rise that Wall Street economists surveyed by Reuters had forecast. That followed a revised \$9.27 billion increase in outstanding credit in February.

Analysts expressed some reservations whether the data reliably signalled a real pickup in demand, something that would normally fuel stronger growth, or just a need to rely more on credit in an economy generating anaemic job growth.

"The optimistic read is that consumers' improved outlook on the economy and employment prospects led them to feel comfortable spending on credit, while a more downbeat interpretation is that credit is needed for consumers to keep up," Nomura Global Economics said in a note afterward.

The March rise in consumer credit was the strongest for any month since November 2001 when it soared by \$28 billion. That was shortly after the September 11, 2001 attacks when big automakers were offering zero-percent financing and other incentives to lure consumers back to their showrooms.

New-car sales and production were a key influence on the 2.2 percent annual rate of economic growth posted during the first three months this year. The government estimated that about half of that growth came from increased new car production.

Choose the best answer:

1. According to the article, the growth in consumer credit in March was _____ economists had predicted.
A. about the same as B. slightly lower than C. twice as much as
2. By using the word "anaemic", the article wants to say that the current job growth numbers are _____.
A. average B. poor C. Impressive
3. According to the article, does the increase in consumer credit mean that the economy is improving?
A. Not necessarily B. Yes C. No, just the opposite
4. How long had it been since the consumer credit numbers increased so much in one month?
A. A year B. Over 10 years C. About three years

5. According to the article, what played an important part in the economic growth at the beginning of this year (2012)?
- A. A record-breaking drop in unemployment
 - B. A decrease in tax rates
 - C. New car production and sales

WRITING

- 9) Imagine that you are Sunil Fernando, Export Manager in your company. Your company produces top-quality stationery to some leading markets in Sri Lanka. You plan to expand your business by exploring markets in India. Write a brief letter of inquiry to the Secretary to the General Manager of "Mumbai Distributors" inquiring about the potential marketing facility in India (use around 150 words).

(15 marks)

In your letter:

- introduce your business
- say that you are interested in expanding your export market
- tell them that you are ready to offer discounts
- ask whether they can act as an import agent in India
- say that you are planning to visit them in June 2017
- ask for an appointment to meet them