



SABARAGAMUWA UNIVERSITY OF SRI LANKA  
FACULTY OF MANAGEMENT STUDIES

020

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

**BUSINESS COMMUNICATION II - BI 2263**

BI/BM/EBM/MM 2263 FM 2273 HM/TM 2243

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

Answer all the question on separate sheets of paper.

- 1 Fill in the blanks of the following speech using the most appropriate form of the verbs given in bracket.

Good morning ladies and gentlemen, it is my pleasure to welcome our guest speaker, Mr. LBS Fernando. You can see at this moment he ..... (be) ..... (sit) next to me with a smiling face.

He ..... (be) born on February 29, 1975. You know, it is a special day. He ..... (celebrate) his birthday once in four years.

I personally ..... (have) ..... (know) him for five years. Mr. Fernando ..... (have) his early education in Pinigama Primary School and his secondary education in Mahaduva Central College. He ..... (get) through his Advanced Level successfully and ..... (enter) the University of Colombo to ..... (follow) a BSc. Special Degree. Before he went to the University, he ..... (have) ..... (complete) a Diploma Course in English. He ..... (obtained) a Doctoral degree from the Oxford University.

Now he ..... (be) the Managing Director of FinLanka Private Limited. As a leading figure in the company, he ..... (give) necessary advice and ..... (provide) necessary guidance for the development of the company. He has ..... (be) ..... (work) there for eight years. He will ..... (have) ..... (complete) his tenth year as the Managing Director by the end of the next year. Let me cordially invite Mr. LBS Fernando to address the gathering.

1x15 = 15 marks)

2. Summarize the following text in 130 words

The advantages and disadvantages of advertisements.

We are bombarded by many advertisements every day. Vendors try all means and ways to gain our attention and sell us their products or services. Advertisements appear everywhere; on television programs, radios, in the papers, magazines, pamphlets and so on.

Advertisements are actually very useful though we sometimes feel annoyed when they interrupt our favorite television programs. They provide us with free information on the products and services. There are two types of advertisements. The informative advertisements are the ones which provide us with the details of the products or services. This information is especially useful if the product or service is new. For instance, when we need to buy a computer, advertisements describing the latest models and their different functions would be extremely helpful. However, only a minority of the advertisements are informative ones. Many of them belong to the second category -- the persuasive kind. These advertisements not only tell us more about the products, at the same time, they persuade customers to buy them by claiming that their products are superior to the rival ones. These claims may sometimes be untrue.

Besides being informative and persuasive, advertisements also help to subsidize the prices of magazines and newspapers. Our newspapers are sold at a low price of about one dollar, owing to the advertisements in the papers; otherwise, the price would have been higher.

While advertisements can be good helpers for shopping, they do have their shortcomings. Most advertisements aim to sell only. Faults of the products or services are usually hidden from the consumers. Hence, sometimes, we feel deceived if the product or service we bought does not turn out the way the advertisements claim to be.

Sometimes, advertisements by rival competitors can get very intensive, especially when there are many firms producing similar products. One common example is the washing powder. There are so many advertisements for the different brands that customers sometimes get confused over what they should buy. Furthermore, having more advertisements would mean that the production cost of the firm would be increased. These rises in cost are usually passed on to the consumers in the form of higher prices.

Hence, in conclusion, though I do advocate advertisements, I do not deny their flaws. Without them, we might have to buy things based on incomplete information or go through more complicated ways before getting to know the products or services. On the other hand, too many advertisements also complicate our buying decisions. So I would say that we cannot live without advertisements but we must be careful how we live with them.

(15 Marks)

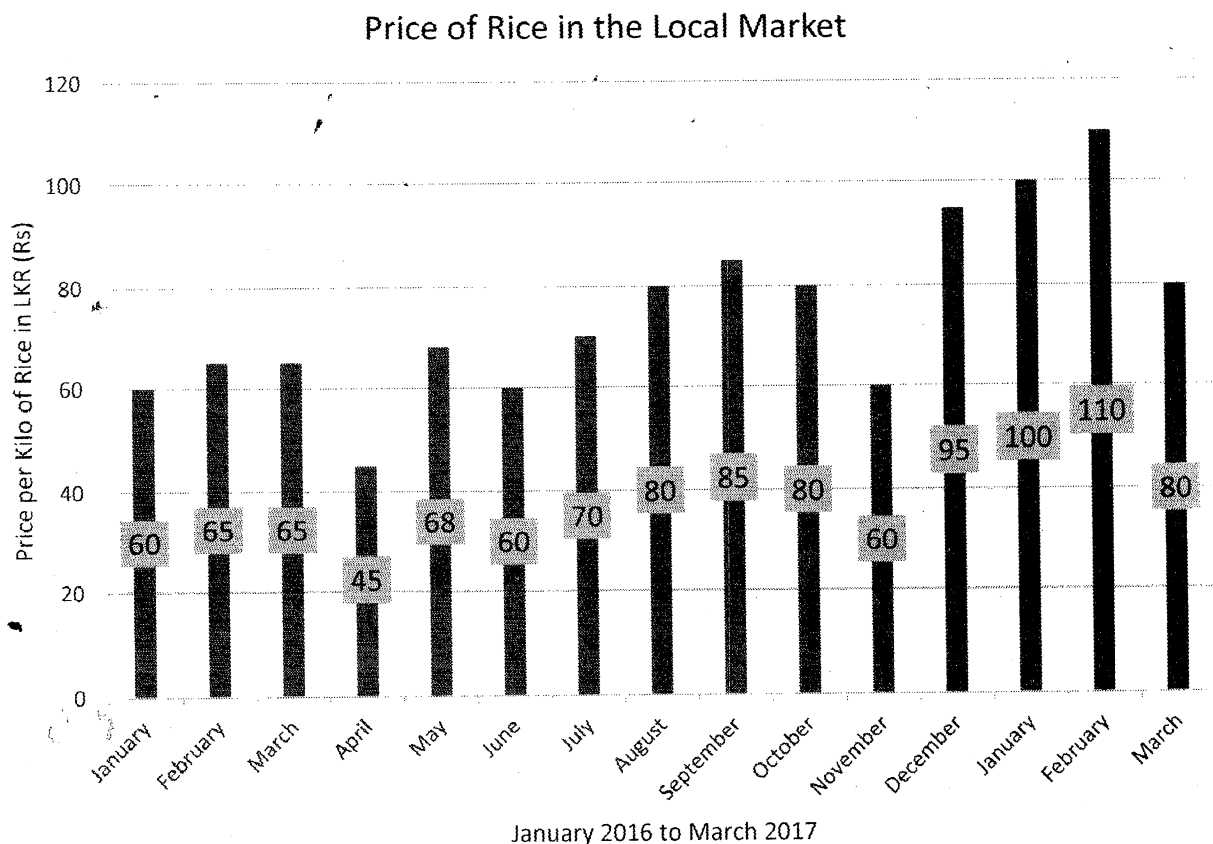
3. The UGC has given approval to the Sabaragamuwa University to establish a Faculty of Technology. Some people state that it should be located **in the New Town, Rathnapura** while some others state that it should be located **in the main university premises at Pambahinna**. Therefore, to resolve this problem, the Vice Chancellor has appointed a committee with your chairmanship to provide him a report recommending the more suitable place for this purpose. Prepare a report recommending the better place to be handed over to the Vice Chancellor using a simple report format that you have learnt using about 300 – 350 words.

(15 Marks)

4. You are the Managing Director, Sri Lanka Fertilizer Ltd, and you want to recruit an accountant to head the account section of the company. Prepare an advertisement with all the relevant details to be published in newspapers for the above purpose.

(15 Marks)

5. The following bar graph shows how the price of a kilo of rice varied across 15 months from January 2016 to March 2017. Write about 200 words analyzing and interpreting the information available in the graph using appropriate cohesive devices, words and phrases of comparison and contrast and action verbs and adverbs.



(15 Marks)

6. You are the lecturer in charge of Hospitality Management and you have decided to take 30 students of year II to hotel Hilton to provide them practical exposure on the activities of the Front Office Department, Food & Beverages department, Kitchen Department and House Keeping Department of a hotel.

Write the letter you would send to the manager of the hotel asking permission for the above purpose using the full block open punctuation format.

(15 Marks)

7. You are the CEO of a big company and your Welfare Officer is retiring on 30th April, 2017 after 20 years of dedicated service. He has done a great service to develop a positive employer-employee relationship and also initiated a lot of programmes to improve the welfare of the employees. Therefore, as the CEO, write a memo to all staff of your company describing what he has done for the development of the company and its employees in order to appreciate his service using about 200-250 words.

(15 Marks)

8. You have been invited to make a speech to small business entrepreneurs in Ratnapura district on "the importance of small businesses to an economy and managing them". Write the speech you would make using about 300-350 words and also appropriate cohesive devices you have learnt effectively.

(15 Marks)