



Sri Lanka Institute of Information Technology

B.Sc. Degree
in
Information Technology

Final Examination
Year 1, Semester 1 (2014)

Business English & Communication Skills (N103)

Duration: 3 Hours

Instructions to Candidates:

- ◆ This paper contains 7 questions on 7 pages without the cover page.
- ◆ Answer all questions on the WORKBOOK provided.
- ◆ Read all questions before you start answering.
- ◆ The total marks obtainable for this examination is 100.
- ◆ This is a closed book examination.

Test 01

(10 marks)

Part A

(05marks)

Choose the most suitable word from those given in brackets and fill in the blanks to make the following paragraph meaningful.

(passengers, luxury, memorable, ensure, had)

Titanic's designers (1).....discerning and practical taste, but they also took great care to (2).....that everyone from the well-shod passengers to the poorest travelers in steerage had a grand experience. They knew that many third-class (3)were emigrating to the United States, and they intended for the passage to be a (4)..... one that infused these people with a hopeful sense of what was to come in their new lives [source: RMS Titanic]. To that end, even third-class rooms were private and enclosed a modicum of (5).....in their own right.

Part B

(05marks)

Choose the most suitable word from those given in brackets and fill in the blanks to make the following paragraph meaningful.

(in, of, for, into, to)

Receiving a good education helps empower you, thus making you strong enough (1).....look after yourself (2)..... any given situation. It keeps you aware (3).....your given surrounding as well as the rules and regulations of the society you're living in. It's only through knowledge that you can be able to question authority (4)its negligence or discrepancies. It is only then that you can avail your rights as a citizen and seek improvement in the structural functioning of governance and economy. It's only when a citizen is aware about the policies of its government can he be able to support or protest the change. As a whole, people can bring about development only when they know where improvement is necessary for the greater good of mankind. Education helps you understand yourself better, it helps you realize your potential and qualities as a human being. It helps you to tap (5).....latent talent, so that you may be able to sharpen your skills.

Read the following text and answer the questions that follow.

Long-haul flights get longer

Long-haul flights have just got longer, with a non-stop flight from Singapore to New York now in operation. But 18 hours in the air creates its own challenges. A lot of preparation goes into the ultra-long haul flight. The aircraft is specifically designed for the journey with more space and extensive entertainment services. The flight crew are also specially trained.

The seasoned traveller is also more aware of the health risks associated with a flight that covers as much as 16,600-kilometers (10,310-miles) in distance. Exposure to lower oxygen levels for up to 18, maybe 20, hours is abnormal for the human body. With deep vein thrombosis (DVT) the problem really starts occurring after 12 hours (in-flight). This could lead to an increase in heart attacks.

Doctors believe prevention is better than cure when it comes to in-flight health. Passengers on ultra-long range flights need to be provided with flight socks and, if necessary, tablets for thinning the blood. It is not just the health and vitality of the passenger that is at stake on a flight of this length, but also that of the flight crew. "They give us training on fatigue management and how to adjust to the local time in New York and to exercise, as well as take care our diet and eat lightly in-flight," says Linda Wu, a stewardess on Singapore Airlines.

However, **passengers are trading in health concerns for convenience.** An extra- long flight means passengers do not need to break up their journey and change planes. "They like to board once, de-plane once. It is saving time," says James Williams from Singapore Airlines.

"From Los Angeles to Singapore, passengers are saving two and a half hours. And to New York passengers are saving up to four hours in flying time." Thai Airways is also launching a non-stop service to New York from Bangkok next June to compete with Singapore Airlines. It is planning a similar service to Chicago. Cathay Pacific, Continental, Qantas and Emirates Airlines also offer flights that are more than 14 hours in duration. However, there is still a question of whether longer non-stop flights will become popular. "They will certainly have a role in the future of aviation, there is no doubt about it. People will prefer to fly non-stop if it is available," says Chris Johnson, an airline analyst. **"But we are reaching the limits.** These markets are at the very margin of aviation. Most airlines still fly in the eight to 12-hour sector. This is still where the biggest volume in traffic is." Avery believes that geography will determine the demand for the ultra long-haul flight and that worldwide appeal for this type of flight is unlikely. "Asia is where the demand is for the ultra long-haul flight. They are connecting Asian cities to the U.S. East Coast, which is the big market," he explains. "The routes that connect most places that European business travellers go do not need a capacity and endurance to fly 18-hours -- this is the same for U.S. carriers."

1. Choose the correct answer from A, B, or C and write the correct letter (A, B, or C) in your booklet. (5 marks)
 1. Why are longer flights potentially harmful to passengers and crew?
 - A. because long periods of inactivity will damage their bones
 - B. because people will get bored
 - C. because there isn't as much oxygen.
 2. What statement is **true** about the long- haul flights as per the passage?
 - A. Serious preparation is needed for the ultra-long haul flight.
 - B. The seasoned traveller is not much aware of the health risks associated with long- haul flights.
 - C. Chris Johnson is an airline analyst who thinks about long- haul flights negatively.
 3. What are the advantages of longer flights?
 - A. there are less problems with jet lag
 - B. passengers save time
 - C. passengers get a good break between flights
 4. Which of the following methods of countering the health problems caused by long flights is NOT mentioned?
 - A. how best to cope with jet lag
 - B. advice on food consumption during a flight
 - C. advice on drinking alcohol
 5. Where is the market for longer flights expected to develop?
 - A. between Europe and America
 - B. between Asia and America
 - C. between Asia and Europe
2. Find one word from the passage to mean each of the following phrases. (5 marks)
 - 1) a state of having no protection from something harmful
 - 2) a state of being able to proceed with something without difficulty.
 - 3) a person who conducts analysis
 - 4) the flying or operating of aircrafts.
 - 5) a serious or heartfelt request.
3. Explain in your own words the meaning of the following as they come in the text. (5 marks)
 - 1) passengers are trading in health concerns for convenience
 - 2) we are reaching the limits

4. Imagine you are a journalist inquiring about the non-stop flight service to New York from Bangkok that is to be launched by Thai Airways. Prepare five questions you would ask the representatives of Thai Airways at an interview. (10 marks)

Test 03

(5 marks)

Given below is a part of a letter regarding renting out a machine for a company event. Identify the six errors in the sentences and make the correction as shown below in the example. First one is done for you.

dear Madame,

Machine No.2514

This is with reference to the letter dated 2014.25.05. I wish to inform you that the arrangements have already done to rent out the above machine (No.2514) from the Bright Group of Companies. The machine will be available for the event by next week.

Your's Sincerely,
K.V.S.Perera
Asst.Manager/Procurement

Ex. Error-Correction

1. dear- Dear

Test 04

(15 marks)

Write a likely conversation you may have with one of your friends in the given situation.

Situation: Your friend Kasun strongly believes that 'Computer Gaming is harmful for children' and starts expressing his dislike towards children playing Computer Games. You are against his opinion.

Note: Write your conversation in no more than 15 utterances.

Read the following text and answer the questions that follow.

The British music industry is to sue 28 internet users it says are illegally swapping music online. The British Phonographic Industry (BPI) says it is targeting "major uploaders" - those who make music available to share free with others. Music file-sharers have been blamed for a decline in world-wide CD sales. The BPI's actions follow that of its US counterpart which is already suing those it calls the worst offenders. It says more cases are expected to come. A further 459 alleged file-sharers across Europe now face legal action, the IFPI global music industry body said on Thursday, with France and Austria also targeted for the first time. US record companies have issued more than 5,700 lawsuits from alleged file-sharers, with many settling out of court. At the moment the BPI does not know the names of the 28 people it is going after, but is asking the courts to force internet service providers to hand over their personal information. There was an outcry when a 12-year-old girl from New York was served with a lawsuit by the US industry, which was eventually settled by her mother. The same could yet happen in the UK. "We don't screen for political correctness. We go on the basis of IP addresses. We do not know who it is, it is based on their internet activity," said IFPI chairman Jay Berman. IP addresses are used to identify a particular machine using the internet at any one time.

BPI chairman Peter Jamieson said: "We have been warning for months that unauthorised file-sharing is illegal. These are not people casually downloading the odd track. "They are uploading music on a massive scale, effectively stealing the livelihoods of thousands of artists and the people who invest in them." The 28 people being sued in the UK should find out in the coming few weeks who they are, said BPI general counsel Geoff Taylor. Once they have been served with the legal action they will be given the chance to settle out of court. If they do not, the BPI will seek damages and an injunction to stop them using file-sharing services.

The BPI believes a hardcore 15% of file-sharers are responsible for 75% of all illegal music downloading.

1. Choose the correct answer from A, B, or C and write the correct letter (A, B, or C) in your booklet. (3 marks)

1. What effect has music downloading had on the music industry?

- A it has led to a decline in sales
- B very little, it is only a few people
- C it has led to an increase in music sales.

2. Who is the industry most concerned about?

- A those who download songs
- B those who upload songs
- C the singers

3. What does the article say about the music file-sharers?

- A most are casual downloaders
- B there are 28 of them in Europe
- C they are stealing from musicians

2. State if the following statements true (T) or false (F). Write 'T' or 'F' against the relevant question number in your booklet. (6 marks)

1. Music file-sharers have been blamed by famous musicians in the UK and USA.

2. The British Phonographic Industry (BPI) has a list of 28 internet users who have shared music illegally.

3. The British Phonographic Industry (BPI) has warned the public about illegal music sharing before they sue the illegal music file sharers.

3. What is meant by the following words: (3 marks)

- 1. outcry
- 2. lawsuit
- 3. unauthorised

4. Put a suitable title to the above text. (2 marks)

5. Give the essence of the passage in two or three sentences.
(Use your own words as far as possible.) (6 marks)

Test 06

(10 marks)

Rajen, an undergraduate meets one of his batch mates and below is a part of their conversation. Read the text and complete the blanks to make the conversation meaningful.

Rajen:	Hi, how was your presentation?
Dineshi:	(1)-----
Rajen:	Don't worry. You must have done it well.
Dineshi:	(2)-----By the way, when is yours?
Rajen:	It's next week. So, I'm working my heads off!
Dineshi:	(3)-----?
Rajen:	15 minutes.
Dineshi:	(4)-----?
Rajen:	No, it's not a group presentation this time. I'm playing the game alone.
Dinesh:	(5)-----
Rajen:	Thank you Dineshi.

Test 07

(15 marks)

Write an essay on one of the following topics. Use about 100- 150 words.

- a. Challenges of the present day Sri Lankan youth
- b. Global fresh water crisis

.....End of Paper....