



University of Sri Jayewardenepura
Faculty of Management Studies and Commerce
Common Programme - Year I, Semester I
End Examination – June/July 2023
BCC 1340 - Business Communication I
BCC 1370 - Business Communication I

Answer Key

Question No. 01

- 01) different
- 02) communication
- 03) potential
- 04) conversations
- 05) connect
- 06) requirements
- 07) effectively
- 08) establishes
- 09) success
- 10) listener
- 11) transaction
- 12) skill
- 13) perspective.

Question No. 02

Offer an overall mark considering the following:

Bands	Range of marks
Very Poor	0-2
Below Average	3-5
Average	6- 9
Above Average	10-12
Exceptional	13-15

Language- Maximum 7 marks

If there are basic grammar errors, do not offer more than 5 marks).

Content- Maximum 5 marks

Please check if details mentioned in the question have been included in a well organized manner (in paragraphs).

Structure – Maximum 3 marks (Full Block format- Left aligned/ Salutation- Complementary

Close/ Addresses/ Date/ Space)

- o Accept only full block format.

If the student has used the semi-block or any other format, do not offer any marks for format.

- Check if the addresses, the date (address-date-address/ address-address-date), the salutation, and the complementary close have been written correctly.
 - Accept both open and closed punctuation (but there should be uniformity).
 - Title- Optional
- One mistake – 2 marks (deduct 1 mark)
- 2-3 mistakes – 1 mark (deduct 2 marks)
- 4-5 mistakes – no marks

Note: Use your discretion.

Question No. 03

1. According to the passage, what were the main economic drivers of the East Asia and Pacific region (EAP)? (2 marks)

strong private consumption

goods exports.

2. What were the causes of strained economic activity in the Pacific Islands for the most of 2022? (2 marks)

delayed border reopening

the impact of natural disasters in some countries

3. Fill in the table using the details from paragraph 03 and 04, on recovery output and recovery of sectors.

- i. According to the passage, what were the countries that had exceeded the pre-pandemic level of output recovery and what are the countries who are still below the pre-pandemic level? (3 marks)

Recovery output exceeds pre-pandemic level	Recovery output below pre-pandemic level
China, Mongolia	Pacific Island countries
Vietnam, Malaysia	Myanmar
Cambodia, Indonesia, Philippines	Thailand

Note: 1 ½ marks each of the columns. Students can write any three countries given. Give full marks for three countries, two countries 1 mark and only one country ½ mark.

- ii. What are the sectors that have uneven growth in the region? (3 marks)

Growing sectors	Slow growth sectors (below pre-pandemic sector)
Information and Communication	Transportation, construction
Agriculture	Accommodation, real estate
Finance, service sector	Catering

Note: 1 ½ marks each of the columns. Students can write any three sectors given. Give full marks for three sectors, two sectors 1 mark and only one sector ½ mark.

4. According to the passage, what was the main barrier for the reduction of poverty in the region even though the economic growth was high in 2022? (1 mark)

Even though economic growth was high in the region, inflation was also high, which was the main barrier in reducing poverty.

5. According to the writer, mention three factors that influenced economic growth in the EAP countries. (3 marks)

COVID-19 containment measures

External conditions

Government's capacity to provide support

Note: One mark each for right answer.

6. According to the passage "Rising financial market stress, is considered the only risk to the region's projected economic recovery".

Do you agree with this statement? NO (½ mark)

Pick a sentence from the passage to justify your answer. (1½ marks)

Rising financial market stress, more generally, is considered one of the main risks to the region's projected economic recovery.

7. Explain the meaning of the following words as they appear in the passage. (5 marks)

- Subdued (line 6 para.2) strained/controlled
- Surpassed (line 1 para.3) exceeded
- reduction (line 2 para.5) decrease/lessening/decline
- peak (line 3 para.7) topmost/highest/summit/climax
- induce (line 5 para. 8) suggest/encourage/cause

8. What do the following numbers refer to? (3 marks)

- 3 percent (line 1 para.2) China's economic growth in 2022
- 12 million (line 4 para.5) expected number of people to escape poverty between at the lower-middle income class poverty line
- 36 million (line 6 para. 5) projected number of people to escape poverty at the upper-middle income class poverty line

Note: Half answers will get ½ marks

9. Give a suitable title to the passage. (1 mark)

Growing economies in the East Asia and the Pacific Region. Give marks for a suitable topic.

Question No. 04

To: 01 mark
CC:
BCC:
Subject: 01 mark
Formal greeting – 01 marks (Formal greeting 01 mark / informal greeting E.g. Sir ½ mark)
Introductory Paragraph – 02 marks (01 mark for formal language / 01 mark for having an introductory paragraph)
Body paragraph – 03 marks (02 marks for formal language / 01 marks for appropriate details)
Concluding paragraph / sentence – 01 marks (01 mark for formal language)
Maximum marks for the body paragraphs
All three body paragraphs – 06 marks
Only the first two body paragraphs (Introductory paragraph and second paragraph) 05 marks
Only the last two paragraphs (Second paragraph and concluding paragraph) – 04 marks
Formal ending - 01 marks (Thank you / Kind Regards/Best Regards and name – 03 marks) (Only two – 02 marks / only one – 01 mark)
Attachment – 01 mark (Separate marks must be given for attachment)
Overall organization of information – 01 mark

Question No. 05

Axel Dealers (Receptionist):

(Greets /Introduces the institute / Introduces himself / herself) (1 ½ marks)

Good Morning / Axel Dealers / Receptionist or (any name) Speaking....

Sadun:

(Greets back and introduces himself/ States his issue about the delayed order) (2 mark)

Good Morning / I am Sadun speaking.../ I have placed an order for a batch of motor spare parts a month ago and it has not arrived yet. Could you please connect me to the division that I could get some more information about this issue.

Axel Dealers (Receptionist):*(Asks to talk to the Operations and Purchasing Division /Transfers the call / Asks to hold the line)* (1 ½ marks)

Could you please speak to our the Operations and Purchasing Division / I will transfer the call to the the Operations and Purchasing Division please hold the line / Just a moment, please. / Could you hold the line, please?

Sadun: Thank you very much.

Operations and Purchasing Division: (Greets Sadun / asks for the purpose of calling)
(1 mark)

Good Morning Scholarship Division / May I ask the purpose of your call? / May I ask why you're calling? / May I know the reason of your call?

Sadun: *(Introduces himself and the company / Inquires about the issue/ Asks for the status of the order/ Complains about the issues he is facing because of the delay)* (2 marks)

Good Morning I am Sadun the Secretary of the XL Motor Company. I have placed an order for a batch of motor spare parts a month ago and it has not arrived yet. I would like to know the status of the order. I have not been able to deliver the orders that I have taken on time because of the delay in your delivery.

Operations and Purchasing Division: *(Request the details of the order to verify)* (1 mark)

Thank you for calling the Axel Dealers.

Can you please give me the details of your order/ May I know the invoice number, so that can I can verify the issue?

Sadun: *(Gives the details of the order)* (1 mark)

Yes, the invoice number is XXXXXXXX.

Operations and Purchasing Division: Ok. Please give me a moment for me to check the issue regarding your order.

Sadun: Sure. Thank you.

Operations and Purchasing Division: Yes sir. We found the issue with your order. We would like to apologize, as the delay was due to a mix up of invoice numbers. Your order has already been sent and it will be delivered within the next two weeks. We are extremely sorry sir.

Sadun: Ahh ok. But you should have informed me about the delay. However, thank you very much for your help.

Operations and Purchasing Division:

Thank You. I am extremely sorry for the mistake sir.

(Thanks and apologizes again) (1 mark)

Sadun:

Thank you. Good bye/Have a nice day.

(Thanks and signs off) (1 mark)

Question No.06

Write a suitable topic sentence for the following paragraphs.

(2 marks*3=06 Marks)

(i) Advertisements influence our daily lives in many ways.

(ii) Posture/ The way we walk, and stand shows our confidence when we speak.

(iii) Soft skills plays a major role in finding a good job.

Question No. 06

Language – 3 marks

Content – 2 marks

Organization – 1 mark

☐ Check for the Topic sentence, Supporting details and a Concluding sentence. If the language contains basic errors and if any of the above sections are missing Do not offer more than 3 marks.

☐ Try to give an overall mark. Use your discretion.

End of Paper