

No of Questions	07
No. of Pages	11



Index No:

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 (Repeat)
BCC 1370 - Business Communication I

Time: Three (03) Hours

Instructions

- (i) This paper consists of **Seven (07)** questions. Answer **all** the questions.
- (ii) Write your answers in the blank spaces provided on the paper itself.
- (iii) You are responsible for clear and legible handwriting.
- (iv) Total Marks: One Hundred (100)

Question No. 01

Fill in the blanks in the passage given below with the suitable word from the box. The first one is done for you. (12 Marks)

transaction	success	potential	Effectively	skill	requirements
conversations	perspective	communication	listener	Different	connect
	establishes	issues	important		

Learning and practicing how to communicate successfully with people who have **01) different** communication styles than you do will lead you to more prospects, more productive discussions, and more sales.

Good **02)** is the basic premise of selling. Sales is simply two or more individuals communicating with each other, trying to discuss pros and cons of a product or service, what the issues are, and then discussing **03)** solutions to those issues from the seller’s side.

However, in such one-to-one **04)**, the challenge is that most salespeople make the mistake of only describing their products and services exclusively from the position they are most familiar with.

In this context, empathetic communication is an important part of selling, since it allows the salesperson to **05)** with the consumer and understand their **06)**, wants, and preferences. A salesperson’s ability to communicate **07)** allows him or her to

Question No. 03

Read the following passage and answer the questions given below. **(25 Marks)**

1. Economic activity in developing East Asia and the Pacific (EAP) is recovering gradually. However, output remains below pre-pandemic levels in most of the Pacific Island countries. Growth in the region has been driven primarily by strong private consumption and goods exports. But now there are signs of weakening domestic and foreign demand.
2. China’s economy grew by only **3 percent** in 2022, much slower than the 8.4 percent rebound in 2021, because COVID-related public health measures and weakness in the housing sector dampened economic activity. The rest of the region grew at an estimated 5.8 percent, up from 2.6 percent in 2021, supported by floating domestic and external demand. However, recent

high-frequency indicators suggest that growth momentum may be slowing, with weakening foreign demand for goods and moderating retail sales. Economic activity remained subdued in the Pacific Islands for most of 2022 because of delayed border reopening and the impact of natural disasters in some countries.

3. While output has surpassed pre-pandemic levels in most of the larger EAP economies, recovery has been uneven across the region. Output in China and Vietnam had already exceeded pre-pandemic levels in 2020 and is now about 15 percent higher. By the end of 2022, Cambodia, Indonesia, Malaysia, Mongolia, the Philippines, and three Pacific Island countries (Nauru, Kiribati, and Papua New Guinea) had also exceeded pre-pandemic levels of output. But output remains below pre-pandemic levels in several Pacific Island countries as well as in Myanmar, and Thailand.
4. The recovery has also been uneven across sectors. Information and communication technology, finance and agriculture have experienced relatively strong growth. However, output in transportation, accommodation and catering sectors in the Philippines and Thailand, and construction and real estate in Malaysia and the Philippines, is still well below pre-pandemic levels. Most recently, services sector has started to recover, benefitting from the release of pent-up demand amid economic reopening.
5. China's pace of poverty reduction slowed down in 2022 because growth was slower. In the rest of the region, the rate of poverty reduction has been moderate. Even though economic growth in 2022 was higher than expected, so was inflation, raising concerns about the prospects of poverty reduction in the region. Overall, **12 million** people in the region are expected to escape poverty between 2022 and 2023 at the lower-middle income class poverty line (US\$3.65/day, 2017 PPP), whereas **36 million** people are projected to escape poverty at the upper-middle income class poverty line (US\$6.85/ day, 2017 PPP)
6. In 2022, three broad factors influenced economic growth in EAP countries: COVID-19 containment measures, external conditions, and the capacity of the government to provide support.
7. Foreign demand for manufactured goods and commodities in EAP countries has been a major driver of growth in the region. However, there are now signs that this demand is weakening. Exports have fallen by more than 20 percent from their peak in the second quarter of 2022 in Indonesia, Malaysia, China, and Vietnam. The decline is due to a slowdown in global economic growth and weakened demand from major trading partners. High-frequency measures, such as the new export orders, suggest that the slowing down of goods trade is likely to continue.
8. Rising financial market stress, more generally, is considered one of the main risks to the region's projected economic recovery. Further unanticipated monetary policy tightening by major central banks could put pressure on regional currencies, and pass through to higher inflation, especially in countries that rely on short-term capital inflows (for example, Cambodia, Malaysia and Mongolia). Tighter global financial conditions could also induce debt distress in highly indebted EAP countries.

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

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

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

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

Growing sectors	Slow growth sectors (below pre-pandemic sector)

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)

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

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? (½ mark)

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

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

- a) **Subdued** (line 6 para.2) ..
- b) **Surpassed** (line 1 para.3) ..
- c) **reduction** (line 2 para.5) ..
- d) **peak** (line 3 para.7) ..
- e) **induce** (line 5 para. 8).....

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

- 1. **3 percent** (line 1 para.2 ..
- 2. **12 million** (line 4 para.5) ..
- 3. **36 million** (line 6 para. 5) ..

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

.....

Question No. 04

You are a first-year undergraduate of the Faculty of Management Studies and Commerce, University of Sri Jayewardenepura. You were unable to attend the Mid-Semester Examination. Write an email to the coordinator of the course BC1370: Business Communication I.

Consider the following information while writing the letter:

- Give reasons for being absent
- Request for another date
- Attach medical certificate
- Any other relevant information

Use the format below to fill in the relevant sections of the email.

(Total 12 Marks)

To:
CC:
BCC:
Subject:
.....
.....
.....
.....
.....
.....
.....
.....
.....

Question No. 05

Sadun is the Secretary of the XL Motor Company, which is a vehicle manufacturing company. You have placed an order for a batch of motor spare parts with Axel Dealers. It has been over one month and you have not received your order. Sadun calls Axel Dealers to inquire about the delay. Below is the telephone conversation between Sadun and Axel Dealers. Complete the dialogue using the information given in brackets. **(12 Marks)**

Axel Dealers (Receptionist):

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

How may I help you?

Sadun:

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

Axel Dealers (Receptionist):

(Asks to talk to the Operations and Purchasing Division /Transfers the call / Asks to hold the line)

(1 ½ marks)

Sadun: Thank you very much.

Operations and Purchasing Division:

(Greets Sadun / asks for the purpose of calling) **(1 mark)**

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)

Operations and Purchasing Division:

Thank you for calling the Axel Dealers.

.....
.....
.....

(Request the details of the order to verify) (1 mark)

Sadun:

.....
.....

(Gives the details of the order) (1 mark)

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:

.....
.....

(Thanks and apologizes again) (1 mark)

Sadun:

.....
.....

(Thanks and signs off) (1 mark)

Question No.06

Write a suitable topic sentence for the following paragraphs. (2 marksx3=06 Marks)

- (i)
 Advertisements dictate our lives from morning to evening: they determine the brand of tea with which we begin our day and the brand of toothpaste we use to brush our teeth before we go to bed at night. We have developed a particular liking to a certain newspaper over the years. This paper gives us admittance to a whole world of advertisements at the beginning of the day. While the husband decides the brand of the shirt that he would be wearing for the next review meeting, the wife makes up her mind to go to ‘Fabulous Sarees’, the most attractive advertisement of the newspaper. The teenage daughter insists on wearing the jeans worn by her favourite filmstar shown in the celebrity tabloid, whereas the only son in the family is making life difficult for the parents instating that he should have ‘Little Master Video Game’ which is highly praised in the T.V. advertisement.
- (ii)
 Speakers convey the message by the way they walk to the front of the room and say the first few words. They should walk with confidence and maintain correct posture all the time. Most of the speakers walks quickly to the podium and start going through the notes without giving any attention to the audience. This approach is wrong as the audience will not pay attention to the speaker from the beginning of the speech. The audience could feel upset and would fail to build a strong rapport with the speaker thinking that the speaker is not confident or well prepared for the speech.
- (iii).....
 A study on the importance of soft skills, has found that arguably, 80% of achievements are determined by soft skills and only 20% by hard skills. This means, soft skills will be the job decider at an interview in Sri Lanka in a very short time. Many Sri Lankan employers are already into this practice. Expert opinion is that soft skills training should begin at least at the high school stage to perform productively in a future workplace.

Question No. 07

Choose **three topics** from the list below. **For each topic**, write a well-organized paragraph **with a topic sentence, three supporting ideas and a concluding sentence**. (18 Marks)

- a. Renewable energy as a solution for the energy crisis in Sri Lanka
- b. Use of mobile phones among the young generation in Sri Lanka
- c. Natural disasters in Sri Lanka
- d. Future of management studies in Sri Lanka
- e. Teamwork as a leadership skill for undergraduates

(1)

(2)

(3)

End of Paper. Thank you.