THE ASSOCIATION OF ACCOUNTING TECHNICIANS OF SRI LANKA

FOUNDATION EXAMINATION - JANUARY 2015

(57) BUSINESS COMMUNICATION - I

Time: 03 hours

Instructions to candidates:

1. This paper consists of two (02) Sections A & B.
2. All questions of both Sections should be answered, in the booklets provided.
3. Answers should be in English, the medium selected by you for the examination.
4. To be considered for a pass in Business Communication - I, a candidate should obtain a minimum of 40% or 50% as the case may be, in each of the Sections A and B of the question paper.
5. 100 Marks.

Section A
(50 marks)

01. (a) State the difference between “External Communication” and “Internal Communication”, that take place in business organizations with an example for each. (04 marks)

(b) List two(02) benefits that a business organization could achieve through effective external communication. (02 marks)

(c) (i) What is meant by “Lateral (Horizontal) Communication” in a business organization? (02 marks)

(ii) List two(02) advantages of lateral communication. (02 marks)

(Total 10 marks)

02. Assume that you are the Human Resources Manager of Min X Trading (Pvt) Ltd. It is your responsibility to prepare a “Training Manual” to be issued to a batch of employees who have been recruited to your company newly.

(a) Write a short description for this 'Training Manual’ on the following topic:

"The importance of Minutes of Meetings"

Your description should contain at least three(03) reasons to justify that minutes of meetings are important.

(Use about 50 to 75 words.) (05 marks)

(b) Write five(05) instructions for the same ‘Training Manual’ on the following topic:

"Use the Telephone to Win Customers"

Example: Answer the telephone promptly. (05 marks)

(Total 10 marks)
03. Assume that you are the Marketing Manager of **Cool Beverages (Pvt) Ltd.** engaged in manufacturing yoghurt and ice cream. You have received the following letter:

```plaintext
Right Food Restaurant  
Majestic City,  
Colombo 4.  
Tel:(011) 2777790  
14.01.2015

The Marketing Manager,  
Cool Beverages (Pvt) Ltd.  
Colombo 06.

Dear Sir,  

Supply of Ice Cream  

Our company is currently looking for a new supplier of high quality ice cream that we may serve to our customers. Therefore we would appreciate it very much if you could send us details about the ice cream you produce. Please be good enough to send us the following information about ice cream for this:

- Flavors available and their prices.
- The minimum order level.
- Delivery procedure of ice cream.
- Whether you will be able to supply Ice Cream to us on a weekly basis.

We would be grateful for a quick response.

Thanking you,  
Yours faithfully,  

Nimal Perera  
Purchasing Manager
```

Write a reply letter to be sent to Mr. Nimal Perera giving all the information required.  

(15 marks)

04. Assume that you are the General Manager of **Green Roofing (Pvt) Ltd.** The Managing Director of your company has asked you to investigate the possibility of opening a new branch in Kandy or Hambantota to sell sheets and give a report to him as soon as possible.

You have done a feasibility study and the following table shows your findings:

<table>
<thead>
<tr>
<th>Location</th>
<th>Customers</th>
<th>Competition</th>
<th>Transport of sheets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kandy</td>
<td>unlimited</td>
<td>very high</td>
<td>costly / takes sheets</td>
</tr>
<tr>
<td>Hambantota</td>
<td>limited</td>
<td>negligible</td>
<td>cheap / quick</td>
</tr>
</tbody>
</table>

Based on the above information, write a report to be sent to the Managing Director.

Include the following in your report:

- a short introduction to say why you are writing the report.
- a brief description about the findings.
- your recommendation.  

(15 marks)
Section B
(Answers to this Section should be in the English medium by all candidates)
(50 marks)

05. Select the correct article from the two articles given within brackets to complete the following sentences.
Write numbers (1) to (10) in your answer booklet and write the correct article selected by you, against the relevant number.

(1) Today I received ........ (the, an) letter of appointment that I was expecting.
(2) You must take ........ (a, an) active part in this conference.
(3) I have been called for ........ (a, an) interview on the 15th of February.
(4) (The, An) .......... meeting of union leaders always takes place in May.
(5) There is ........ (the, an) accountant in every business entity.
(6) Our company’s products have ........ (the, a) high demand due to their high quality.
(7) (A, An) .......... computer is a very useful machine for all of us today.
(8) I wouldn’t mind paying (the, a) ........ little more for this type of good work.
(9) The food supplies department has decided to withdraw (the, an) ........ permit granted to the whole-sale dealers.
(10) The applicant has (a, an) ........ appropriate level of competence to handle the accounts.

(10 marks)

06. Complete the following paragraph using the most suitable verb form from those given within brackets.
Write numbers (1) to (10) in your answer booklet and write the verb form selected by you, against each number.

When Sandun (1) ........ (was, were) young he wanted to be a teacher, but now he (2) ........ (is, am) a businessman. There (3) ........ (were, are) many people working for him in his chain of shops at present. He (4) ........ (is, was) planning to open a shop in the Maldives soon. He (5) ........ (has been, will be) recruiting salesmen from Sri Lanka next month. They (6) ........ (are, were) to be trained here. He (7) ........ (has, have) to spend a lot of capital, but soon he (8) ........ (will be, shall be) reaping good profits. He (9) ........ (is, was) still a young man, but he (10) ........ (has been, will be) a multi-millionaire in a few years.

(10 marks)
07. **Select the most suitable preposition** from the two prepositions given within brackets and fill in the blanks in the dialogue given below.

Write numbers (1) to (10) in your answer booklet and write the preposition selected by you, against the relevant number.

**Sanath**: Hello Rasika. Where are you?

**Rasika**: Well, I’m (1) ……… (on, in) my way to your new office. Sanath, Please tell me how to go there.

**Sanath**: O.K, let me give you the directions now.

Drive straight (2) ……… (forwards, along) Galle road. When you come (3) ……… (for, to) the junction (4) ……… (at, into) Dehiwela, take the right turn. Pass the row (5) ……… (off, of) shops and the pharmacy.

(6) ……… (Between, Under) the pharmacy and the nursery school you will see the School Avenue. Keep on driving (7) ……… (until, when) you see our two storied office building. You won’t miss it. It is the only building (8) ……… (with, from) grey coloured walls. Our private car park is (9) ……… (to, behind) the building. Anyway, I’ll come (10) ……… (in, out) to meet you.

**Rasika**: Thank you Sanath. See you soon! (10 marks)

08. **Select the most suitable option** [(a), (b) or (c)] to complete the sentences in indirect speech, given below.

Write numbers (1) to (10) in your answer booklet and the option selected by you [(a) (b) or (c)] against the relevant number.

Following the following Example:

<table>
<thead>
<tr>
<th>Direct Speech:</th>
<th>Kamal said, “I have been waiting for hours”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indirect Speech:</td>
<td>Kamal told me that he .......... waiting for hours.</td>
</tr>
<tr>
<td>Answer:</td>
<td>(b)</td>
</tr>
</tbody>
</table>

(1) **Kumudini**: “Where do you live”

**Rasikala**: Kumudini asked me where I .......... .

(a) live  (b) am living  (c) lived

(2) **Ranjith**: “I built my house in 1970”

**Kamal**: Ranjith told me that he .......... his house in 1970.

(a) was built  (b) build  (c) built
(3) Sampath : “I have lost my purse.”
Lalith : Sampath said that he .......... his purse.
(a) had lost  (b) was losing  (c) lose

(4) The teacher : “What do you want to be?”
Ramya : The teacher asked me what I .......... to be.
(a) wants  (b) wanted  (c) have wanted

(5) Sarath : “I will be in Jaffna next Saturday”
Raju : Sarath said that he .......... in Jaffna on Saturday.
(a) could be  (b) would be  (c) should be

(6) The receptionist said, “There is a message from the Manager.”
Amila : The receptionist said that there .......... a message from the Manager.
(a) was  (b) has been  (c) is been

(7) The CEO said, “Most of the employees are promoted”
Manager : The CEO said that most of the employees .......... promoted.
(a) were  (b) will be  (c) could be

(8) Nirmala : “I have been working as an accounting technician for 5 years”
Hiruni : Nirmala said that she .......... working as an accounting technician for 5 years.
(a) is being  (b) had been  (c) was been

(9) Indika : “I cannot complete the report today”
Anne : Indika said that she .......... complete the report that day.
(a) won't  (b) could not  (c) would not

(10) Mrs. Dias : “I never eat sweets”
Mrs. Alles : Mrs. Dias said that she .......... sweets.
(a) never eat  (b) has not eaten  (c) never ate

(10 marks)
09. **Match** the sentences in (A) with the groups of words in (B) to form five(05) meaningful sentences. **Write the five(05) sentences** in your answer booklet.

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Switch off the computer</td>
<td>but, pursue only those that catch your heart.</td>
</tr>
<tr>
<td>(2) The auditing will begin next week</td>
<td>because the business is giving profits.</td>
</tr>
<tr>
<td>(3) They are planning to build a factory</td>
<td>after you complete your work.</td>
</tr>
<tr>
<td>(4) The cheque will be signed by the boss</td>
<td>therefore the balance sheet must be ready.</td>
</tr>
<tr>
<td>(5) In life many things may catch your eyes</td>
<td>before it is sent to the client.</td>
</tr>
</tbody>
</table>

(10 marks)