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 “one-way communication” and “two-way communication”.

(b) List four(04) modes of communication used in a business organization.

(c) Conciseness is a factor that helps to achieve effective communication. State four(04) other important factors that help to achieve effective communication.

(04 marks)

(Total 10 marks)

02. (a) List five(05) points to justify the following statement:

“Written communication is more reliable than oral communication”

(05 marks)

(b) Assume that you are a Director of a company. The meetings conducted in your office are not always satisfactory.

State five(05) instructions to be e-mailed to your secretary on, “How to conduct successful meetings”.

(05 marks)

(Total 10 marks)
03. The following graph shows the Sales Performance of “Monaro Air Travels (Pvt) Ltd.”, where you work as Chief Executive Officer (CEO). You have studied the graph and feel that you must congratulate the entire Sales Department staff for their commitment to work.

![Air Line ticket sales period: 2009-2013](image)

Write a memorandum (memo) to be sent to the Sales Department staff. Include the following in your memo:

- the sales for the years 2009 and 2013 (in Rs. Millions).
- the increase in sales over the five years.
- the challenges faced, Example: competitors in the market.
- the commitment of the Sales Department staff.
- Congratulate and thank them. (15 marks)

04. Assume that you are the Human Resources Manager of “Rainbow Paints Ltd.” – a multinational paint company currently operating in 18 countries:

You have collected the following information:

- Lately the company has had a lot of business transactions with foreign countries.
- The monthly turnover of the company has doubled.
- A questionnaire has revealed that most employees are unable to handle all these business transactions due to their incompetence in the latest Information Technology skills.
- The employees are keen on updating their Information Technology (IT) knowledge.

Write a report to the Board of Directors explaining the need for the employees to follow a training course on IT, emphasizing on the points given above to convince the Directors.

Your recommendation should include the following:

- the most suitable course  Eg: Accounting software / Microsoft excel
- duration of the course, weekend or after office hours, venue, etc. (15 marks)
Section B

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

05. Select the correct adjective from the words given within brackets to complete the following sentences.

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

(1) Lal has become a ......... (best, better) worker after his promotion.
(2) We must find a ......... (little, less) expensive place for our business.
(3) Race PC 2 is a very ......... (fast, fastest) computer in the market.
(4) My new office is ......... (small, smaller) than my old office.
(5) The ......... (late, latest) response from our Korean investors is good.
(6) Rural schools have ......... (few, fewer) facilities than urban schools.
(7) You have passed the test with the ......... (highest, higher) marks.
(8) Travelling by train is ......... (easiest, easier) than travelling by bus.
(9) Mr. Thomas is the ......... (oldest, older) employee in our company.
(10) The situation is bad, but it is not the ......... (worse, worst).

(10 marks)

06. Select the word with correct verb form from the words given within brackets and complete the sentences given below:

Write numbers (1) to (10) in your answer booklet and write the word with correct verb form selected by you against the relevant number.

(1) He used to ......... (live, living) in Jaffna when he was young.
(2) They ......... (have been, has been) waiting for you since 5 o’clock.
(3) Arrangements are now ......... (been, being) made for the annual conference.
(4) Can you please see that this e-mail ......... (is sent, is send) before 2 o’clock?
(5) Goods will be delivered only after the total amount ......... (is paid, is to be paid).
(6) The profit and loss account ......... (shows, showing) whether the business is profitable.
(7) I ......... (will call, called) you as soon as I reach home.
(8) Now I understand what you ......... (are trying, was trying) to say.
(9) The tourists ......... (were, was) given a warm welcome at the airport.
(10) Sorry, Rani is not here. She ......... (has gone, is gone) out.

(10 marks)
07. Read the following questions and select the most suitable meaningful answer from the four(04) answers given.

Write numbers (1) to (10) in your answer booklet and write the letter assigned to the correct answer [(a), (b), (c) or (d)] against the relevant number.

(1) Question : Are you Ramani?
(a) Mithila has gone out.
(b) Yes, I am Ramani.
(c) Sriyani did not come.
(d) No, it is not Chithra.

(2) Question : May I borrow your pen please?
(a) Yes, with pleasure, you may use it.
(b) This pen writes well.
(c) There are many types of pens.
(d) My handwriting is not good.

(3) Question : Can I help you?
(a) Helping others is good.
(b) Yes please, help me.
(c) Yes I do.
(d) I want to help others.

(4) Question : Are you busy this week?
(a) I shall think about it.
(b) No, I wasn’t busy last week.
(c) Not particularly.
(d) I shall not undertake any work.

(5) Question : What are you going to do?
(a) Take a rest.
(b) Ate breakfast.
(c) Met friends.
(d) Wrote a letter.

(6) Question : Could you take a message please?
(a) Sure, just a moment. I will take it down.
(b) No, thank you for your kindness.
(c) I guess, you could communicate.
(d) Messages are written communications.
(7) Question: What would you like to drink?
   (a) Some water, please.
   (b) I don't like to know.
   (c) Here it is now.
   (d) At last it's here.

(8) Question: Are you happy that you have joined this firm?
   (a) I joined this firm last year.
   (b) I have been given hard work.
   (c) I think this is it.
   (d) Yes, indeed, I am happy.

(9) Question: Did you complete the report?
   (a) Report to me now.
   (b) Sorry, not yet.
   (c) You are right.
   (d) Yes, just fine.

(10) Question: Is that red car yours?
    (a) I wonder what.
    (b) No, it isn't mine.
    (c) Not the way it is.
    (d) You see it all.

(10 marks)

08. Read the ten sentences given below and convert each sentence into the negative form.
Write the ten “negative form sentences” in your answer booklet.

Follow the following example:

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>I can meet you</td>
<td>I cannot meet you in the afternoon.</td>
</tr>
<tr>
<td>in the afternoon</td>
<td></td>
</tr>
</tbody>
</table>

(1) I can remember his birthday.
(2) I am busy this week.
(3) All good things in life are free.
(4) According to the forecast, it is going to rain.
(5) He was born in Sri Lanka in 1947.
09. Select the most suitable preposition from the words given within brackets to fill in the blanks in the following letter.

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

24, First Lane,
Colombo 5.

The Manager, 02\(^{nd}\) July 2014.
Easy Ways Ltd.
P.O. Box 2010.

Dear sir,

Post of Sales Representative

I am writing (1) ........ (under, with) reference to your recent advertisement.

I read it (2) ........ (on, in) the internet and it aroused my interest.

Enclosed herewith I am sending you my C.V. and copies of certificates (3) ........ (to, for) your kind consideration.

(4) ........ (After, Before) leaving school, I worked as a salesman (5) ........ (under, in) a reputed firm.

I have gained a considerable level (6) ........ (with, of) proficiency in the English and Tamil languages.

The duties you expect (7) ........ (from, off) a sales person are within my capacity.

I can work well (8) ........ (around, in) any situation. I consider my loyalty (9) ........ (towards, about) my employer as my strength.

I look (10) ........ (toward, forward) to hearing from you soon.

Thank you,
Yours faithfully,
Ashok Perera.