Business Communication - I

01. (a) one-way communication (two-way communication) குறிப்பிட்டு ஊடுரையான் போகு முடியவுல்லார் (02 புகைத்தொடர்)

(b) விளக்கம் பல்வேறு வழிகளில் பல்வேறு வழிகளால் பல்வேறு வழிகளால் (modes of communication) பல்வேறு புகைத்தொடர் (04 புகைத்தொடர்)

(c) "மிகுறுநிலைத்தன்மை ஊடுரையான் பசேல் குறிப்பிட்டு ஊடுரையான் பசேல் (Conciseness) குறிப்பிட்டு","மிகுறுநிலைத்தன்மை ஊடுரையான் பசேல் குறிப்பிட்டு ஊடுரையான் பசேல் (effective communication) குறிப்பிட்டு ஊடுரையான் பசேல் (04 புகைத்தொடர்)

02. (a) பொறியல் கருணையான வகுப்பிவைக்கும் வகுப்பற்றியுள்ள வேண்டியுள்ள (05 புகைத்தொடர்) பொறியல் வேண்டியுள்ள

“விளக்கம் பொறியல் வேண்டியுள்ள வேண்டியுள்ள (Written communication) வேண்டியுள்ள வேண்டியுள்ள (more reliable) வேண்டியுள்ள”

(05 புகைத்தொடர்)

(b) வேண்டியுள்ள வேண்டியுள்ள வேண்டியுள்ள வேண்டியுள்ள வேண்டியுள்ள வேண்டியுள்ள வேண்டியுள்ள (e-mail) வேண்டியுள்ள (05 புகைத்தொடர்)

(05 புகைத்தொடர்)
03. The following summary of a memorandum (CEO) dated 31st March 2013 includes key information about the performance of Monaro Air Travels (Pvt) Ltd. (Sales performance) and the commitment of its managing director. The memorandum highlights the growth of sales and the commitment to the company's sales performance goals.

**Monaro Air Travels (Pvt) Ltd.**

**CEO:**

**Date:** 31.03.2013

- Growth in sales from 2009 to 2013
- Commitment to company goals

**Table:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales (Rs. millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>10</td>
</tr>
<tr>
<td>2010</td>
<td>20</td>
</tr>
<tr>
<td>2011</td>
<td>30</td>
</tr>
<tr>
<td>2012</td>
<td>40</td>
</tr>
<tr>
<td>2013</td>
<td>50</td>
</tr>
</tbody>
</table>

04. The following summary of a memorandum dated 31st March 2013 includes key information about “Rainbow Paints Ltd.” (Rainbow Paints Ltd. / Recommendation).

- Productivity analysis:
  - Analysis of the company's turnover (sales performance) and the competitiveness of its products.
  - Analysis of the company's profitability and financial performance.

- Recommendations:
  - Improvement in sales performance and profitability.
  - Updating of accounting software.

- Convincing measures:
  - Implementation of new sales strategies.
  - Expansion of the company's market share.

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4. The following summary of a memorandum dated 31st March 2013 includes key information about “Rainbow Paints Ltd.” (Rainbow Paints Ltd. / Recommendation).

- Productivity analysis:
  - Analysis of the company's turnover (sales performance) and the competitiveness of its products.
  - Analysis of the company's profitability and financial performance.

- Recommendations:
  - Improvement in sales performance and profitability.
  - Updating of accounting software.

- Convincing measures:
  - Implementation of new sales strategies.
  - Expansion of the company's market share.

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5. The following summary of a memorandum dated 31st March 2013 includes key information about “Rainbow Paints Ltd.” (Recommendation).
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)
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>I can meet you in the afternoon.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answer:</td>
<td>I cannot meet you in the afternoon.</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.
(6) Mr. Silva is the Chief Accountant.
(7) She will leave our company next year.
(8) They are going to be teachers.
(9) We should watch movies on TV.
(10) The workers will ask for a long holiday.

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,
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.