



ASSOCIATION OF ACCOUNTING TECHNICIANS OF SRI LANKA

TALENT (SKILLS) CAPSTONE - JULY 2018

(SS1) EFFECTIVE COMMUNICATION SKILLS

- **Instructions to candidates** (Please Read Carefully):

(1) **Time allowed:** *Reading* - 15 minutes  
*Writing* - 03 hours

- (2) **All questions should be answered in the answer booklets provided.**  
(3) **Answers should be in the English medium by all candidates.**  
(4) 100 Marks.

28-07-2018  
Morning  
[8.45 – 12.00]

No. of Pages : 07  
No. of Questions : 08

**SECTION A**

Three (03) compulsory questions

(Total 30 marks)

**Question 01**

Read through all the parts of this question before you start writing the answer. After that, select the **most suitable phrase** to fill in each of the blanks in questions numbered **1.1** to **1.10**. Write the number of the selected answer (phrase) in your answer booklet, against the number assigned to the question.

**(1.1)** *Sanjay* : Hello , Kasun. It’s nice to see you after a long time.

*Kasun* : ..... I got to know you went overseas.

- (1) How do you do (2) Nice to see you too  
(3) This is a surprise (4) Good to talk to you

**(1.2)** *Sanjay* : Yes, I was at Iben Laboratories in India.

*Kasun* : So it was a business trip. .... ?

- (1) Where did you go. (2) What did you do.  
(3) When did it happen. (4) Did it go off well.

**(1.3)** *Sanjay* : Well, it wasn’t what I expected. I .....

*Kasun* : Oh! What went wrong?

- (1) had a fantastic time. (2) felt blissfully happy.  
(3) found it very interesting. (4) didn’t know what to do.

**(1.4)** *Sanjay* : At first everything was alright, the management was .....

*Kasun* : Wasn't that nice? Then what?

- (1) so friendly and helpful.
- (2) listening half-heartedly.
- (3) having fun at our expense.
- (4) avoiding certain topics.

**(1.5)** *Sanjay* : Then they started to play a different tune. ....

*Kasun* : Why did they do it?

- (1) That made me dance.
- (2) Got on my nerves.
- (3) It was a disappointment.
- (4) Made a crazy move.

**(1.6)** *Sanjay* : ..... I realized later that, our competitor was there.

*Kasun* : And Iben Laboratories finalized the deal with them.

- (1) I didn't know then, but
- (2) They were pulling a string
- (3) We were not willing to act
- (4) I wasn't aware of it also

**(1.7)** *Sanjay* : Exactly. Now I'm working with another Indian company. Hope they .....

*Kasun* : You should not worry about it right now. Let's go and relax watching a movie.

- (1) could work out well.
- (2) would not let me down.
- (3) would play it well.
- (4) would negotiate too.

**(1.8)** *Sanjay* : Good idea. I haven't been to a movie .....

*Kasun* : Savoy is showing "A Beautiful Struggle" an award winner!

- (1) before a very long time.
- (2) before my schooldays.
- (3) before I found a job.
- (4) since I started working.

**(1.9)** *Sanjay* : Sounds great! ..... ?

*Kasun* : We'll go for the 6.30 show.

- (1) What time to go
- (2) Where to start
- (3) What time does it start
- (4) How do we go

(1.10) Sanjay : Fine. I'll .....

Kasun : Right. I'll be at home. See you.

(1) make it up to you then.

(2) pick you up around 5.00.

(3) wait for you around then.

(4) hope for a good film too.

(10 marks)

## Question 02

You are required to convert the words given within brackets into correct form to complete the sentences in the short paragraphs given below. Write the numbers of the questions in your answer booklet and the correct form of the word against each number.

Follow the example below at (2.0)

The advantage of being an owner of a small business includes (2.0) **flexibility** (*flexible*), personal (2.1) ..... (*satisfy*) and the (2.2) ..... (*free*) to achieve one's own goals. The disadvantages include (2.3) ..... (*expose*) to risk, (2.4) ..... (*finance*) loss and personal stress.

Creativity and innovation are essential in starting a small business. Creativity is associated with the arts and is seen as the (2.5) ..... (*express*) of highly original ideas. It is also the process through which (2.6) ..... (*invent*) occur and it is the enabling process by which something new comes into (2.7) ..... (*exist*). Reaping the fruits of innovation begins with (2.8) ..... (*create*) ideas. It is not surprising that (2.9) ..... (*success*) innovative companies systematically encourage the (2.10) ..... (*develop*) of ideas. Another important factor in running a business is motivation.

(10 marks)

## Question 03

You are an Assistant Manager **Shine On (Pvt) Ltd.** You have been asked by your manager to make arrangements to buy a new photocopier to replace the old photocopier in office. You read the advertisement published by "Office Appliances Unlimited (OAU)" in a daily newspaper. **Write** a letter to the Sales Manager, "OAU", inquiring about the photocopiers on sale.

Include the following in your letter:

- Mention : how you got to know about "OAU" referring to the advertisement.  
: the urgent need to purchase a photocopier.
- Ask for : details about the photocopiers available.  
: details relating to maintenance.  
: a quotation.  
: a speedy response to your letter.
- Adhere to the correct format of business letter writing.

(10 marks)

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End of Section A

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## **SECTION B**

Three (03) compulsory questions

(Total 40 marks)

### **Question 04**

Read the following text and answer the questions given below. Write your answers in your answer booklet.

In an increasingly competitive global market, a country's national competitiveness depends greatly on its ability to position itself in the global value chain and compete successfully for a higher share in trade in goods and services, investments and human capital, all of which are crucial for a high growth trajectory. As countries compete in an increasingly challenging and demanding global market, competitiveness of a country has become a central theme of discussion among economists and policymakers, alike, in both advanced and emerging market economies. The World Economic Forum defines the competitiveness of a country as 'the set of institutions, policies and factors that determine the level of productivity of a country'. Growth models suggest that productivity is the most fundamental factor in determining the level of prosperity of a country and its citizens in the long run.

While the three-decade long internal conflict severely hampered Sri Lanka's competitiveness, years after the ending of the internal conflict, the economy is still experiencing a stagnant external sector performance and low levels of productivity growth, resulting in the economy not being able to fully exploit its potential. The high growth experienced in the recent past stemmed from non-tradable sectors (mainly construction and real estate), which were primarily driven by public sector consumption and investments that are both unsustainable and inequitable. Although Sri Lanka was one of the most open economies in the Asian region during the late 1970s, the inward-focused restrictive trade policy stance of successive governments has resulted in a traditional exports basket of low value added and labour-intensive products for which Sri Lanka faces stiff competition from other low cost developing countries. The low technology content of Sri Lanka's exports and the low-skill products exported by the country also result in the underutilization of Sri Lanka's educated labour force. The strategies adopted by Sri Lanka including the provision of grants, subsidies and tax concessions have not been effective in sustaining the country's attractiveness as a destination for foreign direct investments (FDI) and exports.

- Source Central Bank Sri Lanka -

**(4.1)** State whether each of the following statements from (a) to (d) are **True** or **False**:

According to the text:

- (a) A country's competitiveness depends solely on its investment capacity.
- (b) The global market is the place where countries face challenges and demands.
- (c) The competitiveness of a country and its productivity are inseparable.
- (d) Economists and policymakers discuss the definition for productivity.

(01 mark X 4, 04 marks)

Write short answers for question no. (4.2) to (4.4):

(4.2) What is the main factor that severally affected Sri Lanka's competitiveness? (02 marks)

(4.3) Why is Sri Lanka's economy still not able to achieve its full potential? Give two reasons. (02 marks)

(4.4) What did change the open economy policy that was in force during the late 1970s? (01 mark)

Select the most correct answer for question No. (4.5):

(4.5) Which one of the following titles best suits the text?

(a) Sri Lanka's Competitiveness.

(b) Challenges in Productivity.

(c) Failure of Open Market Economy.

(01 mark)

(Total 10 marks)

### Question 05

(A) As the event manager of your company, you are required to deliver a speech at the conclusion of your company's annual get-together. Write the speech that you would make.

Include the following in your speech:

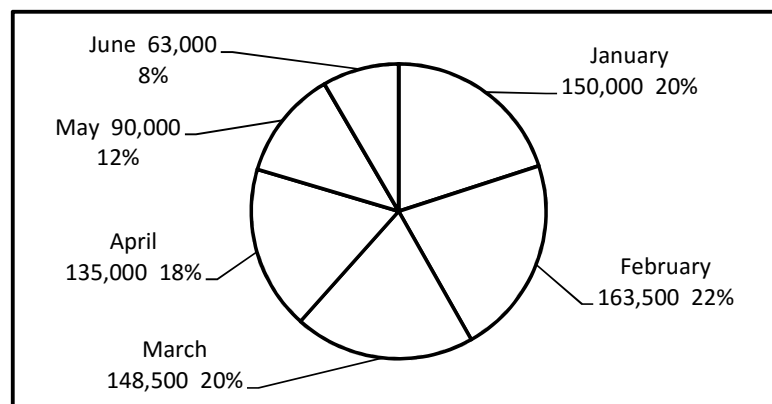
- greet the audience.
- speak about the benefits of having a get-together annually (mention at least two).
- thank all those who assisted, participated and helped to make the event a success.
- conclude with good wishes to everyone.

(10 marks)

(B) Study the Pie Chart given below. It shows the monthly power generation from January to June 2018 at **ABC Hydro Power Plant**. The total number of units generated during the 6 months was 750,000 units.

**Write** a description based on the information provided in the graph.

*(Use about 100 words.)*



(10 marks)  
(Total 20 marks)

## Question 06

Imagine that you are the Financial Controller of a trading company. It is your duty to present the financial statements, specially the “Income Statement” of your company to a group of interested investors and colleagues.

The following are the areas you are requested to speak on:

- Sales, Cost of Sales and Gross Profit.
- Distribution and administration expenses (*Auditing and legal fees, advertising and marketing, depreciation, rent for premises, stationery, staff wages, telephone and electricity, travel etc.*)
- Tax expenses on profit.
- Net profit after tax.

*(Write your speech using imaginary facts and figures. Use about 150 words)*

(10 marks)

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*End of Section B*

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## SECTION C

Two (02) compulsory questions

(30 marks)

## Question 07

The following are some of the frequently asked ‘interview questions’. Write your answers to the questions in your answer booklet:

- (1) How do you define success?
- (2) What is your greatest accomplishment so far?
- (3) What qualities do you think are necessary to be a good leader?
- (4) If you could be in your own business what business would it be? Give reasons.
- (5) What are your greatest professional strengths?

(For grammatically correct meaningful answers, 03 marks each, 15 marks)

## Question 08

Summarize the following text.

As we all know one of the many sources of income that flows to Sri Lanka is through tourism. The country has a lot to offer the world; the sun and the sea with the beautiful beaches, lush jungles, cool mountain retreats, the world heritage sites such as the ruined cities are just a few of the heart warming and breathtaking sites. However, to further capitalize on tourism, there are a few areas that we must look into.

First, we must expose people from foreign countries to what we can offer. Holding exhibitions overseas and allowing a glimpse into what we have and offering attractive tour packages that would definitely attract tourists here could be one option. The mass media too can play an important role. The Internet, television and newspapers provide an alternative mode of advertising the country to the world. Besides that, newspapers and the TV can be used to show the world the wonders in our country.

On the home ground, multi ethnic cultural shows are presented to woo tourists to the country. People who come from other countries seem to be fascinated by the different cultural and traditional practices we proudly present. However more important is to make certain that facilities in our country, like public transport and accommodation are of a reasonable and respectable standard. This is to ensure a pleasant and memorable stay for our visitors.

Virtual tourism is a trend that will come into being in the near future. It will provide an opportunity for anyone to visit any site seated comfortably at home through digital media. It will be a solution to those who do not like to travel for many hours just to visit a place for a few minutes and see it as if in a dream. Virtual tourism may not be profitable, but it will help everyone around the world to see heritage sites and thus preserve them too.

*(Use about 100 words.)*

(15 marks)

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*End of Section C*

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