



ASSOCIATION OF ACCOUNTING TECHNICIANS OF SRI LANKA

TALENT SUBJECT - JULY 2021

(310) BUSINESS COMMUNICATION

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

(1) *Time: 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.*

30-10-2021
Morning
[9.00 – 12.00]

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

SECTION A

(Total 25 marks)

Question 01

(A) This question relates to a discussion between **Kamal** and **Amali** about a speech **Amali** is going to make. In order to make it meaningful, you are required to select the most appropriate group of words out of the four (4) groups of words given to fill in the blank in each of the parts of the questions numbered **(1.1)** to **(1.10)**. You are advised to read through all the parts before you start writing the answers.

Write the number of the selected sentence (as the answer) in your answer booklet against the number assigned to the part of the question:

(1.1) **Kamal** : **Amali**, I heard that you are going to make a speech tomorrow at the function to welcome the new recruits. Is it true?

Amali : Yes, **Kamal**. Our boss asked me to speak at the orientation session for the new sales clerks. So, you see,

- (1) there is nothing better to do now.
- (2) I have to deliver a flawless speech.
- (3) we have no say in it whatever.
- (4) others too will be waiting to speak.

(1.2) **Kamal** : I'm sure you will handle it well. I know about your capabilities. By the way what are you going to speak on, at this function?

Amali : by our boss. It's "Going Beyond Words - How to Read Unspoken signals".

- (1) My topic is the one suggested
- (2) What I say is all mentioned
- (3) Everything arranged long ago
- (4) My speech is all about the work

(1.3) **Kamal** : Wow! It sounds so interesting. I would love to come and listen. Is it about communication skills?

Amali : Exactly. The new recruits need to develop their communication skills customers. You know they will be working at our sales outlets.

- (1) on behalf of our regular
- (2) in order to handle faithful
- (3) to win the hearts of our
- (4) and to achieve the goals of

(1.4) **Kamal** : There is no doubt about it, but how can one read unspoken signals? what you mean.

- (1) This makes me see clearly
- (2) It truly makes a lot of sense
- (3) Are you confused about signals?
- (4) I'm at a loss to understand

Amali : **Kamal**, it is about body language or nonverbal communication. It is important to interpret the signals people send when they speak.

(1.5) **Kamal** :, postures and maintaining eye contact during a conversation?

- (1) Isn't it all about gestures.
- (2) Do we use hand gestures.
- (3) Are we supposed to keep.
- (4) Should I believe in these.

(1.6) **Amali** : It's actually much more than all that. Facial expressions, tone of voice and even a smile matter a great deal negotiations.

- (1) after sale business deals and.
- (2) when dealing with sales talk.
- (3) at recommendations in sales.
- (4) during sales interactions and.

(1.7) **Kamal** : **Amali**, I have often heard that a smile fosters goodwill in business and I am sure you know the new recruits.

- (1) what is important and useful for all.
- (2) how to get through hurdles by
- (3) why you should make it interesting for.
- (4) when to call off the speech for

(1.8) **Amali** : I like your comment about smiling .Yes indeed, a smile brings rest to the weary, sunshine to the sad, and it's

- (1) not the best thing to beg or borrow. (2) the best medicine for trouble.
- (3) an inspiration for the poor. (4) a memory that cannot last forever.

(1.9) **Kamal** : You have said it all. I have never thought much about body language. This gives me the chance to give attention to non-verbal signals.

Amali : Good. It is a that should be studied seriously.

- (1) simple thing to explain (2) very complex subject
- (3) matter to be discussed and (4) lengthy topic so we know

(1.10) **Kamal** : I am planning to come to this welcome event especially to listen to your speech and learn a few things from what you'll explain

- (1) regarding the new recruits' success. (2) on how to communicate well.
- (3) about 'reading unspoken signals'. (4) that matter in sales transactions.

Amali : I look forward to meeting you there **Kamal**.

(10 marks)

- (B) The following is a dialogue between two friends working as sales representatives. They agree and disagree with each other on promoting the sale of certain products.

Number **(0)** below is done for you as an example.

Sumedha : Let's decide today, which items **(0)** we are going to promote this quarter.

Write the question number and sub numbers **(1.11)** to **(1.20)** in your answer booklet and your answers against each number.

Kavindu : I think **(1.11)** _____ _____ promote WM 304 : washing machine. I am certain it will sell like hot cakes in the market.

Sumedha : I don't think it **(1.12)** _____ _____ good idea.

As you say WM 304 will **(1.13)** _____ _____ _____ _____ , so we don't have to worry about it. We can put our efforts into other products.

Kavindu : Oh, no, I totally **(1.14)** _____ _____ you. We have to promote WM 304 first before we think of other products.

Sumedha : Why **(1.15)** _____ _____ want to promote WM 304 first ? I can't believe what you said. What is your problem **Kavindu**?

Kavindu : My friend, even though **(1.16)** _____ _____ , we will have to sell our WM 304 before anything else.

Sumedha : It is not the best business plan to implement. What about our refrigerators and sewing machines?

Kavindu : Of course, we must promote them too. **(1.17)** _____ _____ with you on that point, but let's wait for a while.

Sumedha : I don't know why you argue **(1.18)** _____ _____ all the time.

WM 304 brings the best profits and we should try to get the whole stock sold out as soon **(1.19)** _____ _____ .

Kavindu : What can I say now? You never **(1.20)** listen _____ _____ . Let's go ahead and do what you want to do.

Sumedha : Thank you **Kavindu**.

(15 marks)

(Total 25 marks)

End of Section A

SECTION B

(Total 50 marks)

Question 02

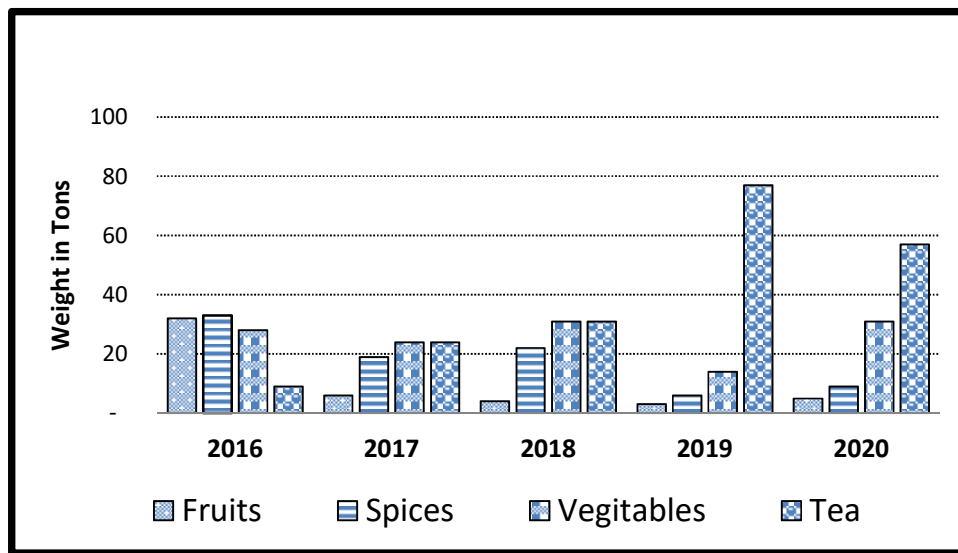
Study the following:

- (1) Bar chart depicting exports of a company for five (5) years.
- (2) Text containing an analysis / comments relating to information in the Bar Chart with numbered blank spaces.
- (3) Table showing words / phrases to fill in the blanks.

You are required to select the most suitable word / phrase to fill each of the blank spaces numbered (2.1) to (2.10) of the text.

Write the numbers (2.1) to (2.10) in your answer booklet and the word / phrase selected by you against the relevant number.

Abbot Farms (Pvt) Ltd.
Exports to the Middle East Countries - Years 2016 - 2020



The bar chart depicts information about the amounts of (2.1) exported by **Abbot Farms (Pvt) Ltd.** for five years 2016 to 2020. Approximately 200 tons of (2.2) were exported during this period making it the best (2.3) for the company. The quantity of (2.4) exported in the year 2016, was the (2.5) , but it kept on (2.6) until the amount became (2.7) ten tons. The quantity of vegetables exported increased to (2.8) 20 tons in 2017. However, the export of (2.9) declined drastically, then increased (2.10) in the year 2020.

spices	moderately	decreasing	tea	foreign exchange earner
fruits	agricultural produce	less than	highest	slightly more than

(10 marks)

Question 03

Read the following text and write short answers to the questions given below:

[Write the question number and sub number (3.1) to (3.6) in your answer booklet and your answer against each sub number.]

If there is one industry that has suffered the most from the Corona virus pandemic, it is travel and tourism. Millions of jobs have been lost in the industry, which has seen revenues plunge to record lows. In a normal year, around four billion people take domestic and international flights, but in 2020 less than one billion people took a flight. With the pandemic still in a runaway mood in many countries, the world's airport runways will not get busy anytime soon. In fact, airline traffic is not likely to return to 2019 levels at least until 2024, when much of the world's population would have been vaccinated. The economic impact of the downturn in travel has been devastating, especially to countries such as Sri Lanka, India and Thailand which depend heavily on tourism dollars to sustain their emerging economies.

But travel is in our genes, as is connectivity. We want to explore new places and also renew our bonds with friends and relatives living in far-off places from time to time. This is indeed how the world of travel and tourism runs – exploring new destinations and visiting friends and relatives. Even a pandemic cannot keep us from travelling for too long, as we yearn to break free. This frustration is not hard to fathom, as spending almost one year cooped up inside one's home without any physical contact with the outside world is no easy task. This is indeed why people fled to various destinations in the country once the lock down ended towards the latter part of last year. However, international travel is still in limbo, apart from exceptional cases such as repatriation back to home countries, medical travel and family bereavements. The travel and tourism industry is keen to change this picture and return to normality as soon as possible.

They have a reason to be optimistic this time – vaccination. Around the world, 159 countries have begun vaccination programmes against COVID-19, administering close to 400 million doses. Granted, this is nowhere near the eight billion target and rich countries have hoarded or ordered most of the available vaccines, inoculating the citizens of rich countries 25 times faster than the poor countries. This vaccine inequality has been characterized by the World Health Organisation (WHO) as a “catastrophic moral failure”, but the successful deployment of the UN/WHO COVAX programme offers a glimmer of hope that this issue could be addressed at least in the next year (2022).

- (3.1)** What negative effects does corona virus has on travel and tourism industry? (02 marks)
- (3.2)** When will the tourism industry return to its original status? (01 mark)
- (3.3)** How did people break free from the frustration of inability to travel last year? (02 marks)
- (3.4)** What special situations allowed people to take international flights? (02 marks)
- (3.5)** Pick the sentence that says, there is a reason the tourism industry is thinking positively. (02 marks)
- (3.6)** Which phrase describes the vaccine inequality in the world? (01 mark)

(Total 10 marks)

Question 04

You are the Chief Executive Officer of **Shan (Pvt) Ltd.** Recently you noticed that there had been an increase in the usage of fuel in the transportation of goods from the warehouse. A large amount of diesel and petrol had been issued by the supplies division, which was beyond the limit in the budget for each month.

Write a Memo to the Manager, Supplies Division, including the following:

Mention - the funds allocated in the budget for the month.
- the increase in percentage of fuel usage.

Inquire - about the reason for the increase.

Make - a polite request to investigate /submit a report.

(Use about 80 - 100 words)

(10 marks)

Question 05

You are the Finance Controller of **CTC Ltd.** You are expected to explain about the financial performance of the company by the Managing Director of your company. The following tabulated data has been given. Study the tabulated data given below. Write a description based on the information provided comparing the data for the two years:

(Use about 150 words)

Extract from Statement of Income *(Rs.'000)*

for the year ended 31st March	2021	2020
Revenue:		
Plantations	12,645	23,008
Power and Energy	22,823	30,917
Leisure	4,451	6,362
Medical Equipments	48,008	35,136
	87,927	95,423
Cost of Sales	(37,317)	(46,708)
Gross Profit	50,610	48,715
Total Expenses	(36,970)	(34,987)
Operating Profit for the Year	13,640	13,728

(10 marks)

Question 06

You are the General Manager of **ABX Ltd.** (silva@abx.lk) a wholesale dealer in office furniture. Your company's website is not functioning properly and very few visitors are attracted to the site. You intend to get the services of the renowned **Frolink Software Engineers (FSC)** to redesign your website. Write an email to be sent to the Chief Engineer of **FSC**, Mr. K.C. Perera, (perera@fsc.lk).

Include the following in the Email:

- briefly introduce yourself and the business of the firm.
- say that you need their services, explain why.
- ask whether they could provide their services to your company.
- make a request to contact you. (10 marks)

End of Section B

SECTION C

(25 marks)

Question 07

(A) Your colleague, Saman De Silva is resigning from his post at your company to go to Australia for an employment. You have arranged a farewell function and has to make a speech on behalf of all your colleagues. Write the short speech you will deliver at his farewell party.

(Use about 150 words.)

Include the following:

- His contributions to the company, efficiency and loyalty etc.
- A statement about his good qualities.
- How you / others and the company will miss him.
- Congratulate him and wish him well. (15 marks)

(B) You have applied for the post of Project Manager at **Asterick (Pvt) Ltd.** at 234, Galle Road, Dehiwela. You need to send a covering letter along with your resume (CV). Write the covering letter to be sent to the Human Resource Manager of the company.

(Use about 100 - 120 words.)

Write only the body of the letter. Include the following:

- why you are writing / resume has to be enclosed within.
- your experience relevant to the post.
- two of your special abilities.
- request for an opportunity to face an interview. (10 marks)

(Total 25 marks)

End of Section C
