

University of Colombo  
Faculty of Arts  
Second Year Examination in Arts – Semester 1 – 2015/ 2016  
**Department of Economics**  
ECN 2111 – Business Communication Skills

**Answer all questions.**

2 hours

This paper carries 60% of your total grade. The paper consists of 05 questions on pages 1, 2, and 3. Page 4 is ruled. **Write all your answers on this paper.**

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**Question 1:** Read the following job description and fill in the blanks by writing the verb in the correct form in the given space. **(8 marks)**

**Supun Thalgahapitiya/ Marketing Manager**

Hello, I'm Supun Thalgahapitiya. I 1. \_\_\_\_\_ (work) as a Marketing Manager for a small pharmaceuticals company. My company 2. \_\_\_\_\_ (produce) vaccines for Polio and Hepatitis. We normally 3. \_\_\_\_\_ (sell) our vaccines directly to doctors, so one of my jobs 4. \_\_\_\_\_ (be) to discuss our new products with doctors. Marketing managers don't always do this, but I do as I'm a qualified doctor. I 5. \_\_\_\_\_ (be) also responsible for our publicity material so I 6. \_\_\_\_\_ (has/ have) to deal with designers and printers. And finally, when we produce a new vaccine, it 7. \_\_\_\_\_ (be) my job to organise a conference for the medical press so they can 8. \_\_\_\_\_ (ask) questions about it.

**Question 2:** Match the following sentences from emails in Column I with their purpose given in Column II. Write the correct alphabetical letter from Column II in front of the sentence in Column I. **(10 marks)**

**Column I**

1. I am writing to complain about the delay.
2. I'm Srinika Perera and I am a software designer.  
I saw your advertisement on employer.com, and ...
3. Thank you for your email this morning.
4. Please be kind enough to send this document  
no later than August 25, 2017
5. I hope this finds you well.

**Column II**

- A. a call to action
- B. a greeting
- C. an introduction
- D. stating the purpose
- E. thanking for corresponding

**Question 3:** Fill in the blanks of the following sentences with the **verb in the correct tense**.  
Write the verb in the correct form in the given space. **(10 marks)**

1. We have \_\_\_\_\_ (receive/ not/ yet) a remittance for the goods supplied to you.
2. A limited edition of your chief competitor \_\_\_\_\_ (sell) very well right now.
3. Your competitors \_\_\_\_\_ (offer) big discounts every year.
4. Akila \_\_\_\_\_ (send / not) out the quotation yet.
5. The company usually \_\_\_\_\_ (get) more negative comments than positive comments on social media.
6. Their market share \_\_\_\_\_ (be) currently going down.
7. Our customers \_\_\_\_\_ (be/ always) satisfied with our services.
8. Multinationals \_\_\_\_\_ (invest) more money in developing countries at the moment.
9. Haynards Pvt. Ltd. \_\_\_\_\_ (already/ call) three times today to inquire about the delivery of their goods.
10. They \_\_\_\_\_ (merge) the two companies last year.

**Question 4:** Write an email for the situation described below. Make sure to **write an appropriate subject line and include all necessary sections**. **(12 marks)**

You are the Procurement Officer for CalTech Solutions Pvt Ltd. You are responsible for upgrading the air-conditioning system in the CalTech office premises. Write to Ms. Solani Guruge describing your need and asking her for information about different air-conditioning systems and prices.

To: [Solani\\_Guruge@coolair.org](mailto:Solani_Guruge@coolair.org)

Subject:

**Question 5:** Write a report for the situation described below.

**(20 marks)**

You are the Manager, Human Resource Management Department, at Global Trading Pvt. Ltd.. You have been conducting a study on absenteeism trends of the company at the request of your CEO to be presented at the Annual Review of the company to be held on August 25, 2017. You have observed the following problem regarding excessive leave taken by the employees:

- The total amount of leave taken by all employees has **increased by 20% over the last year.**

You have to **describe this problem** in your report along with **reasons you found for this trend and make recommendations** on how to solve the problem. Based on responses to the questionnaires given to selected employees and the interviews you conducted with the managers, you have the following information:

<b>Reason</b>	<b>Percentage of leave taken</b>
Job-related illness	13%
Children's illness	18%
Personal matters	15%

**Write a report incorporating this information in an appropriate report format and use the correct headings and sub-headings for the sections (approximately 200 words).**

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