

University of Colombo, Sri Lanka

Faculty of Arts

First Year Examination in Arts (English), Semester 1, 2017

ENG 1104: Writing, Reading and Rhetoric

Two Hours

Answer **ALL THREE** questions

1. Write an essay in response to the ideas expressed in **ONE** of the following passages. You would need to develop an essay topic that indicates your point of view in your essay (Limit: approximately 750 words).

(20 Marks)

- A. “‘It’s time to turn round the picture. The young craftsmen in shorts, T-shirt and flip-flops like the one you see in your soap-operas need to be respected because they possess the technical and technological skills demanded by today’s industry and the market,’ Dr. Juergen Morhard had pointed out at the German-Sri Lanka Business Council meeting held recently” (“Education in Sri Lanka: A radical change required”).

What are the underlying assumptions in this statement about the connection supposedly made between dress code and the job market? Comment on the role of dress in forming perceptions about one’s educational level, job qualifications, and general social standing.

- B. “Peradeniya campus girl who let her heartaches float along rail-tracks!”

This death received close scrutiny, particularly in relation to the opinion that an “educated” individual should not have let excessive emotion overcome her. What do the headline and such comments convey about views regarding Reason and Emotion? What is your opinion of these reactions to suicide?

- C. "A man who was on his way to purchase a luxury penthouse suite at one of Colombo's new developments has ended up spending the entire amount on a cup of coffee and a slice of cake after stopping at a café in the city. The depressed man said, 'I had placed a reservation for the apartment and was en route to make the full payment when I felt a bit famished so stopped for a cake and coffee at a café [...] I ordered a couple of items and when the bill came it was more than the cost of the apartment.'"

The above is an extract from a satirical piece on Newscurry.com. What aspects of development does the extract comment on? What and who does urban development privilege? Discuss.

2. **Comment on the genre of writing, register, context and audience in the following passage.**

(10 Marks)

Twin-test: Mercedes-AMG C43 Coupe vs Audi S5: Turbo V6 all-weather German coupes lock horns. And there's a clear victor.

You almost feel sorry for the Audi S5. Minding its own business, having annexed the all-wheel drive, V6 posh German coupe market. Plenty of clean air between it and a BMW 435i (now 440i), and no other rivals threatening its compelling mixture of easy-going, all-season performance and knurled, quilted, fingernail-tappin' good interior. All was well. Until Mercedes-AMG rudely showed up on its doorstep with a recipe so similar Audi will be rooting for a mole among its ranks. However you look at the Mercedes-AMG C43 –It's got a 350bhp-ish 3.0-litre V6 – with two turbos to the Audi's one – all-wheel drive, an automatic gearbox, and costs a whisker over £46,000 pre-options. There's flattery, imitation, and then downright cheekiness. Here's how the numbers break down. With two blowers to call upon, the Benz suffers slightly less lag than the Audi (i.e. none whatsoever) and develops 362bhp and 383lb ft. Although the Audi makes do with 349bhp and 368lb ft, its V6 starts making max power earlier than the Benz and keeps pulling further into the rev band. The kerbweights suggest a whopping 120kg advantage in the Audi's favour. Hmm. Certainly doesn't handle like that...Both do 0-62mph in 4.7 seconds with an embarrassingly small amount of driver input. Both clatter headlong into a 155mph limiter. Both claim to return over 35 miles to every gallon of super, and neither managed more than fleeting crests above 25mpg in TG's patented testing facility known as The Real World. So far so similar? Well then. In that first run through the gears, the Mercedes driver is smiling harder. And probably wincing, because deary Lord is this car loud.

3. Below is an extract from the introductory section of a student paper on the Human Resources practices in a Sri Lankan bank.

- a. Comment on the writing, paying attention to language, organization and conventions of academic writing. Provide examples from the text when commenting on weak aspects of the paper.**
- b. Briefly suggest ways in which the introduction can be improved.**

(20 Marks)

1.0 Introduction

People's Bank is one of the leading licensed commercial banks in Sri Lanka which was inaugurated on 1st July 1961 through the People's Bank Act No.29 of 1961. At the initial stage People's Bank had 8 branches with a total number of employees of 169. Currently people's bank has a strong asset base; 735 branches, 460 ATMs, and 8300 staff members.

Over 56 years People's Bank has successfully achieved the milestones towards the vision and the mission and has gradually increased their services; pawning to automated services and e- banking services.

People's Bank's vision is to become the undisputed market leader in the financial market by providing a unique and specialized service to their customers. Further the vision is described by five mission statements

- provide financial services through affordable accessible and efficient financial solutions
- to build a strong human capital
- actively participate in national economic development
- the main attitude of the people's bank is "Giving back" to the society where they operate in .

People's Bank catch-up all new ideas, methods in the financial market, especially innovations introduced to the market through technology changes.

An organizational culture with superior values and believes would lead to sustained organizational performance (Corporate Culture Deal & Kennedy 1982).

At the initial stage People's Bank's controlling power was remained only in few people's hands. There were no proper recruitment processes, and political influences are high. Only the top management had powers to get decisions and no contribution from lower level staff members, this clearly indicates that previously People's bank had a Power culture.

Today the bank has completely moved from power culture to Role culture where they have delegated authority to employees, based on their qualifications capabilities and educational backgrounds. All their recruitment processes have been structured and well planned and employees are motivated trough many ways. As mentioned in the figure 1.1 currently people's bank is following a properly adjusted organizational structure.

Through this report it is expected to analyze all HR practices of the company recruitment selection practices, motivational practices and leadership practices, identify current situations, practices and do further recommendations to improve these practices.

Main purpose of this report is to evaluate HR practices of People's Bank, how successful the company when handling the manpower and give further recommendation to improve policies and gain maximum output.