



PAST PAPERS

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Past Papers

Faculty of Management & social Sciences Department of Management and Business Studies

BSc (Hons) in Business and Industrial Management

End Semester Examination

(Year 1 - Semester II)

Document Control & Approving Authority	Senior Director – Quality Management & Administration
	Committee of the transfer action

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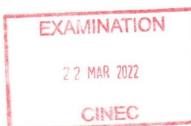
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Faculty of Management and Social Sciences
Department of Management & Business Studies
BSc(Hons) in Business and Industrial Management
Course CODE: BBM 561

Course CODE: BBM 561

Year 1 Semester II End Semester Examination ENGLISH FOR BUSINESS II – BBM 1307



- This paper consists of FIVE (05) questions on SIXTEEN (16) pages.
- Answer <u>ALL</u> questions.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- · Write legibly.

Date: 2022.03.22

Pass mark: 40%

Time: 03 Hours

Section A - Business Vocabulary/ Structures

Question 1

A. Underline the most appropriate word given within brackets.

(10 Marks)

- (i). An idea suggested by a word in addition to its main meaning is called (denotation/connotation).
- (ii). The actual object or idea to which a word refers is called (denotation/ connotation)
- (iii). Logistics is the practical (organization/ arrangement) that is needed to make a complicated plan successful when a lot of people and equipment are involved.
- (iv). A logistics firm was (purchased/ hired) for the deliveries.
- (v). The federal (intervention/ interference) effectively terminated the strike.
- (vi). The case was (transferred/referred) to a competent authority.
- (vii). Managing effective teams is a matter of (accomplishing/ achieving) synergy between the individual members.



(viii). Researchers around the world are (collaborating/ cooperating) to develop a new

	vaccine.	
	(ix). The electronic library catalogue can be (accessed/ reached) from terminals all over the	
	university.	
	(x). Businesses often provide their products at a discount in order to acquire a (prospective/	
	potential) market.	(
D D	ut the words in the following sentences in the correct order. (10 Marks)	
D. F	, , , , , , , , , , , , , , , , , , , ,	
	(i). top-down/ decision-making/ flexible/ style/ company's/ slow/ the/ management/	
	made/ and	
	(ii). very/ risks/ business/ great/ the/ be/ your/ starting/ can/ of/ own	
	(iii). she/ company/ 4 per cent/ stake/ acquired/ direct/ the/ a/ in	



	(iv). Baltic/tl	heir/ the/ from/ line/ mai	nly/shipping/operates/ports	
				•••••
	(v). apartmer	nts/ submitted/ build/ the	/ the/ the/ a/ company/ bid/ to/ contra	ict/ for
				•••••
			,	
Section	on B - Engl	ish in Pragmatic/ Reali	stic Settings	
Ques	tion 2			
A. Ide	ntify the erro	rs in the following sentenc	es and rewrite correcting them.	(10 Marks)
	Example:	The issue is still <i>on</i> debate.	The issue is still <i>under</i> debate.	
	(i). Everyone	condemns to violence.		
	(ii). We went	there in last week.		
	(iii).They ask	ed from me.		
	(iv).The man	ager scolds others seldom.		
	(v). He alway	ys is late.		
	(vi). Nuwan	settles his dues never.		
	(vii). You sho	ould abide the laws.		
	(viii). Studen	ts mustn't copy, no?		
	(ix). The stati	stics is wrong.		
	(x). We are u	nderstanding customers.		



B. Write the functions of the following expressions used in	everyday language
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choosing from the box.

(10 Marks)

possibility, certainty, obligation, permission, past ability, no necessity, criticism, assumption, request, advice, law

Example: Smoking can cause cancer? [possibility]
(i). You ought to be very careful when you invest money?
(ii). The former manager could widen the product portfolio
(iii). The company shouldn't have spent so much on refurbishing
(iv). The new manager can't be a charted accountant.
(v). The HR officer must be an experienced man
(vi). The employees have to cooperate with the manager
(vii). The company must be registered before operations
(viii). Can I use your phone, please?
(ix). Will you lend me two million rupees next month?
(x). The manager should have treated the employees well

Section C - Comprehension

Question 3

 Read the following passage and write whether the given statements are true, false or not given.
 (05 Marks)

The primary market is where investors buy new shares issued by a company. Shares can only be bought in the primary market, and the purchases are done directly from the issuing company at the initial price stated by the company itself. However, subsequent to the original issuance of shares in the primary market, trading of shares can be done by



investors in the secondary market. The price of a share in the secondary market is called the market price. The market price of a share varies with time depending on the demand. For example, the price of a share in Alliance Limited Company increased from Rs.10 to Rs.20 in a year and subsequently after several years to Rs.28. Such increases and decreases in the price of a share occur in the secondary market, where investors are able to trade their shares.

- (a) The shares can be both bought and sold in the primary market.
- (b) The price stated by the issuing company is the initial price.
- (c) More than 50% of shares can be bought at the initial price.
- (d) The prices of shares can change in the secondary market.
- (e) Investors are able own companies buying more shares.

II. Read the following description and underline the two correct statements. (05 Marks)

It is crucial that at the outset of planning your research, you set the study into a framework that justifies the study and explains its structure or design. This framework is like a foundation for a house. It provides the essential support for the study components and also clarifies the context of the study for the reader, much like a house blueprint. By constructing this framework, you not only justify and explain the study to others but also check your own understanding of the need for the study, how the study is conceived, what knowledge it will add regarding the topic, and how the elements of the study design align with the problem identified for the study.



One of the difficulties for new researchers in developing a framework for a study is that conceptual and theoretical frameworks are defined and described differently by different authors, and the definition of what is considered a study framework may vary by institution. Those definitions can be explored to provide a spectrum of understanding of conceptual and theoretical frameworks. Before exploring the various understandings of conceptual frameworks in depth, it is helpful to compare multiple definitions of the term. Some authors view conceptual and theoretical frameworks as synonymous. A conceptual framework provides the orientation to the study and assists both the researcher and the reader in seeing how the study contributes to the body of knowledge on the topic, how elements of the study align, and how the study design and methodology meet rigorous research standards. A conceptual framework may be defined broadly as theory or literature review, or it may be defined more narrowly as the factors and variables addressed in a study. (Maxwell, 2017; Miles, Huberman, &Saldana, 2014). Essentially, all definitions of conceptual framework provide a context for the study, but the scope of that context varies among authors.

Ravitch and Riggan (2017) presented the most comprehensive understanding of conceptual framework. Their main point was that a conceptual framework is an argument for the study and that argument has two parts. First, the argument establishes the importance of and intended audience for the study. Second, the argument demonstrates alignment among research questions, data collection and data analysis as well as the use of rigorous procedures to conduct the study. They posited that the conceptual framework both informs and describes the development of research questions, design selection, data collection, data analysis and presentation of findings.



- (a) Although research framework helps to understand integral parts of research, it doesn't make the situation of the study clear.
- (b) Different authors have expressed different opinions on conceptual and theoretical frameworks.
- (c) A narrow definition of conceptual framework is literature review while a broader definition is the factors and variables that are investigated.
- (d) The explanation of the importance and the audience of a study and the alignment among all research components is the most comprehensive understanding of conceptual framework.
- III. Read the article below about the successful delegation of work. Underline the best word or phrase to fill each gap from (a), (b), (c) or (d). (10 Marks)

Guidelines For Giving Presentations



e.g.	(a). produce	(b). make	(c). construct	(d). build
1.	(a). behavior	(b). habit	(c). practice	(d). routine
2.	(a). method	(b). law	(c). rule	(d). course
3.	(a). focus	(b). define	(c). target	(d). direct
4.	(a). gaining	(b). taking	(c). collecting	g(d). acquiring
5.	(a). requests	(b). calls	(c). bids	(d). commands
6.	(a). parcels	(b). packets	(c). bundles	(d). packages
7.	(a). design	(b). system	(c). structure	(d). formation
8.	(a). label	(b). mark	(c). identify	(d). catalogue
9.	(a). mislead	(b). confuse	(c). disorder	(d). complicate
10.	(a). share	(b). role	(c). function	(d). element



Section D - Presenting Information

Question 4

A. Fill in the blanks in the following description of the given data with the correct verb from the bare infinitive given within brackets. (10 Marks)

Country	China	United States	Russia	Japan	India
Production (billion KWh)	5398	4099	1057	936.2	871
Consumption (billion KWh)	5322	3866	1038	856.7	698.8

B. Summarize the information given in the table by selecting and reporting the main features and make comparisons where relevant. (10 Marks)



The following table gives information on the Annual turnover and the production cost of SimSim Multinational Company in million rupees. Use Introduction-Body-Conclusion format.

	Annual Turnover			Production Cost		Cost
Year	UPS	Batteries	Earphones	UPS	Batteries	Earphones
2020	700.9	250.3	250.2	600.5	125.2	50.8
2021	701.7	500.6	200.1	650.3	250.3	60.7

Write at least 150 words.	



Section E - Business Writing
Question 5
Question 5 A. In the conclusion of the following report, ten phrases or sentences are missing. Write the
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manufacturing and transportation, in addition to the whole ecosystem built around the tourism industry. (c)..... caused the contraction in industry activities, while services activities were adversely affected (d)....., other personal services and accommodation, food and beverage services activities. Meanwhile, (e)...... largely due to the pandemic related disturbances, though the conducive policy environment supported the continuation of most agriculture activities even during the lockdown periods. Investment expenditure contracted in 2020, mainly due to (f)..... locally as well as globally, while consumption expenditure recorded a slower growth. External demand also weakened during the year (g)..... across geographies with the pandemic. However, the rationalization of non-essential imports curtailing the merchandise imports during the year, partly contributed to buffer (h)..... amidst the contraction in exports. In 2020, the national savingsinvestment gap as percentage of GDP narrowed on account of the considerable contraction in investment expenditure (i)...... during the year compared to 2019. In line with the adverse impact that the Covid-19 pandemic had on economic activities, the labor market exposed its long-term fragilities and vulnerabilities, deepening structural issues and inequalities further. Accordingly, resulting in a loss of family incomes, (j)..... in 2020, the highest since 2009.

Write the number of the following missing phrase or statement in the blanks.

- (i). the setback in construction and manufacturing activities
- (ii). on the grounds of a loss of growth momentum
- (iii). the unemployment rate increased to 5.5 per cent
- (iv). together with related restrictions
- (v). the uncertainty on the recovery timeline of the pandemic
- (vi). Sri Lanka was no exception
- (vii). though national savings recorded a decline of 3.6 per cent



- (viii). agriculture activities also record a decline
- (ix). reflecting the adverse impact of the nationwide lockdown
- (x). the deterioration in net external demand
- (xi). predominantly due to the contraction in transportation
- B. You work as the marketing manager for a leading apartments-construction company. The management entrusted you with the task of writing a marketing proposal for the company. Write incorporating your ideas in a report that should follow the following format and content.

(10 Marks)

Introduction - Paragraph 1

- the importance of a market research

Body - Paragraph 2

- building apartments in eco-friendly environments, yet closer to highways with improved infrastructure

Body - Paragraph 3

- choice of 2BR, 3BR (BR-Bed Rooms), maintain quality and appearance, affordable prices
 Body Paragraph 4
- importance of attracting Sri Lankans earning abroad

Conclusion - Paragraph 5

- suggest condominiums
 - Condominium: an apartment building or group of houses in which each apartment/ house is owned by the person living in it but the shared areas are owned by everyone together



Write at least 250 words.





END OF THE OUESTION PAPER



Examination Sournol Copy



Faculty of Management and Social Sciences
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Year 1 Semester II End Semester Examination ENGLISH FOR BUSINESS II – BBM 1307

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- Write legibly.

Date: 2022.03.22

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Time: 03 Hours

Section A - Business Vocabulary/ Structures

Question 1

A. Underline the most appropriate word given within brackets.

(10 Marks)

- (i). An idea suggested by a word in addition to its main meaning is called (denotation/connotation).
- (ii). The actual object or idea to which a word refers is called (denotation/ connotation)
- (iii). Logistics is the practical (organization/ arrangement) that is needed to make a complicated plan successful when a lot of people and equipment are involved.
- (iv). A logistics firm was (purchased/ hired) for the deliveries.
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	(viii). Researchers around the world are (collaborating/ cooperating) to develop a new
	vaccine.
	(ix). The electronic library catalogue can be (accessed/ reached) from terminals all over the
	university.
	(x). Businesses often provide their products at a discount in order to acquire a (prospective/
	potential) market.
Pu	t the words in the following sentences in the correct order. (10 Marks)
	(i). top-down/ decision-making/ flexible/ style/ company's/ slow/ the/ management/
	made/ and

B.

(ii)/ violes / herein and / amout / the / he / years / starting / san / of / over
(ii). very/ risks/ business/ great/ the/ be/ your/ starting/ can/ of/ own
(:::) -1-//A/A/
(iii). she/company/4 per cent/stake/acquired/direct/the/a/in



	(iv). Baltic/ their/ the/ from/ line/ mainly/ shipping/ operates/ ports				
	(v). apartme	nts/ submitted/ build/ the	/ the/ the/ a/ company/ bid/ to/ contra	ct/ for	
				•••••	
Section	on B - Engl	lish in Pragmatic/ Reali	stic Settings		
Ques	tion 2				
A. Ide	ntify the erro	ors in the following sentenc	es and rewrite correcting them.	(10 Marks)	
	Example:	The issue is still <i>on</i> debate.	The issue is still <i>under</i> debate.		
	(i). Everyone	e condemns to violence.			
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B.	Write the functions	of the following	expressions used	in everyday	language
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choosing from the box.

(10 Marks)

possibility, certainty, obligation, permission, past ability, no necessity, criticism, assumption, request, advice, law

Example: Smoking can cause cancer? [possibility]
(i). You ought to be very careful when you invest money?
(ii). The former manager could widen the product portfolio
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(ix). Will you lend me two million rupees next month?
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Section C - Comprehension

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investors in the secondary market. The price of a share in the secondary market is called the market price. The market price of a share varies with time depending on the demand. For example, the price of a share in Alliance Limited Company increased from Rs.10 to Rs.20 in a year and subsequently after several years to Rs.28. Such increases and decreases in the price of a share occur in the secondary market, where investors are able to trade their shares.

- (a) The shares can be both bought and sold in the primary market.
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Guidelines For Giving Presentations



about what you want to say and how to say it as clearly as possible. As a first step, you need to (8)....... the main points you want to get across. Audiences are easily bored and tend to remember only the most entertaining, exciting or unusual ideas. Next create your materials, choosing the images for your presentation carefully. Remember you do not want to stop your audience from listening to you, nor do you want to (9)...... them. Finally. Make all the necessary arrangements for the equipment you need. If technology is to be an important (10)...... of your presentation, make sure you know how to use it properly and test it out beforehand.

(a). produce (b). make (c). construct (d). build e.g. (c). practice (d). routine 1. (a). behavior (b). habit 2. (a). method (b). law (c). rule (d). course (b). define (c). target (d). direct 3. (a). focus 4. (a). gaining (b). taking (c). collecting (d). acquiring (d). commands 5. (a). requests (b). calls (c). bids (c). bundles (d). packages (a). parcels (b). packets 6. 7. (b). system (c). structure (d). formation (a). design (c). identify (d). catalogue (a). label (b). mark 8. 9. (b). confuse (c). disorder (d). complicate (a). mislead (c). function (d). element 10. (a). share (b). role



Section D - Presenting Information

Question 4

A. Fill in the blanks in the following description of the given data with the correct verb from the bare infinitive given within brackets. (10 Marks)

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rite at least 150 words.	
	b.
	20
	15
	•
	•



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	Section E - Business Writing
	Question 5
)	A. In the conclusion of the following report, ten phrases or sentences are missing. Write the
	number of the missing phrases or clauses given separately in the blanks where they should fit in.
	(10 Marks)
	The Sri Lankan economy contracted by 3.6 percent in 2020 on year-on-year basis in the
	backdrop of unprecedented disturbances to socio-economic activities due to adverse impacts
	of Covid-19. The pandemic itself,e.g. (iv) to contain the spread of pandemic dragged

down the performance of economies all over the world and (a)......

business sentiment indices compiled by the Central Bank recorded their lowest values in 2020,

particularly during the second quarter, (b)...... The pandemic situation severely

affected economic activities for which physical engagement is vital, such as construction,

Some of the



manufacturing and transportation, in addition to the whole ecosystem built around the tourism industry. (c)..... caused the contraction in industry activities, while services activities were adversely affected (d)....., other personal services and accommodation, food and beverage services activities. Meanwhile, (e)...... largely due to the pandemic related disturbances, though the conducive policy environment supported the continuation of most agriculture activities even during the lockdown periods. Investment expenditure contracted in 2020, mainly due to (f)..... locally as well as globally, while consumption expenditure recorded a slower growth. External demand also weakened during the year (g)..... across geographies with the pandemic. However, the rationalization of non-essential imports curtailing the merchandise imports during the year, partly contributed to buffer (h)..... amidst the contraction in exports. In 2020, the national savingsinvestment gap as percentage of GDP narrowed on account of the considerable contraction in investment expenditure (i)...... during the year compared to 2019. In line with the adverse impact that the Covid-19 pandemic had on economic activities, the labor market exposed its long-term fragilities and vulnerabilities, deepening structural issues and inequalities further. Accordingly, resulting in a loss of family incomes, (j)..... in 2020, the highest since 2009.

Write the number of the following missing phrase or statement in the blanks.

- (i). the setback in construction and manufacturing activities
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Conclusion - Paragraph 5

- suggest condominiums
 - Condominium: an apartment building or group of houses in which each apartment/ house is owned by the person living in it but the shared areas are owned by everyone together



Vrite at least 250 words.	
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	•••••
	•••••





END OF THE QUESTION PAPER





Year 1 Semester II End Semester Examination ENGLISH FOR BUSINESS II – BBIM 1309

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(viii). Researchers around the world are (collaborating) to	develop a new
vaccine.	
(ix). The electronic library catalogue can be (accessed/ reached) from term	inals all over the
university.	
(x). Businesses often provide their products at a discount in order to acquir	e a (prospective/
potential) market.	
B. Put the words in the following sentences in the correct order.	(10 Marks)
(i). top-down/decision-making/flexible/style/company's/slow/the/r	nanagement/
made/ and	
(ii). very/ risks/ business/ great/ the/ be/ your/ starting/ can/ of/ own	
(iii). she/company/4 per cent/stake/acquired/direct/the/a/in	



	(iv). Baltic/t	heir/ the/ from/ line/ main	nly/shipping/operates/ports	
	(v). apartmer	nts/ submitted/ build/ the	the/ the/ a/ company/ bid/ to/ contra	ct/ for
				•••••
Secti	on B - Engl	ish in Pragmatic/ Reali	stic Settings	
Ques	stion 2			
A. Ide	ntify the erro	ors in the following sentenc	es and rewrite correcting them.	(10 Marks)
	Example:	The issue is still <i>on</i> debate.	The issue is still <i>under</i> debate.	
	(i). Everyone			
		condemns to violence.		
	(ii). We went	condemns to violence. t there in last week.		
	(ii). We went (iii).They ask	t there in last week.		
	(iii).They ask	t there in last week.		
	(iii).They ask	t there in last week. ked from me. lager scolds others seldom.		
	(iii).They ask (iv).The man (v). He alway	t there in last week. ked from me. lager scolds others seldom.		
	(iii).They ask (iv).The man (v). He alway (vi). Nuwan	t there in last week. ked from me. lager scolds others seldom. lys is late.		
	(iii).They ask (iv).The man (v). He alway (vi). Nuwan (vii). You she	t there in last week. Red from me. Rager scolds others seldom. Rys is late. Settles his dues never.		
	(iii).They ask (iv).The man (v). He alway (vi). Nuwan (vii). You she (viii). Studen	t there in last week. Red from me. Rager scolds others seldom. Lys is late. Settles his dues never. Could abide the laws.		



B. Write the functions of the following expressions used in everyday language

choosing from the box.

(10 Marks)

possibility, certainty, obligation, permission, past ability, no necessity, criticism, assumption, request, advice, law

Exampl	e: Smo	king can	cause	cancer?	[possibility]

(i). You ought to be very careful when you invest money?
(ii). The former manager could widen the product portfolio
(iii). The company shouldn't have spent so much on refurbishing
(iv). The new manager can't be a charted accountant
(v). The HR officer must be an experienced man
(vi). The employees have to cooperate with the manager
(vii). The company must be registered before operations
(viii). Can I use your phone, please?
(ix). Will you lend me two million rupees next month?
(x). The manager should have treated the employees well

Section C - Comprehension

Question 3

 Read the following passage and write whether the given statements are true, false or not given.
 (05 Marks)

The primary market is where investors buy new shares issued by a company. Shares can only be bought in the primary market, and the purchases are done directly from the issuing company at the initial price stated by the company itself. However, subsequent to the original issuance of shares in the primary market, trading of shares can be done by



investors in the secondary market. The price of a share in the secondary market is called the market price. The market price of a share varies with time depending on the demand. For example, the price of a share in Alliance Limited Company increased from Rs.10 to Rs.20 in a year and subsequently after several years to Rs.28. Such increases and decreases in the price of a share occur in the secondary market, where investors are able to trade their shares.

- (a) The shares can be both bought and sold in the primary market.
- (b) The price stated by the issuing company is the initial price.
- (c) More than 50% of shares can be bought at the initial price.
- (d) The prices of shares can change in the secondary market.
- (e) Investors are able own companies buying more shares.

II. Read the following description and underline the two correct statements. (05 Marks)

It is crucial that at the outset of planning your research, you set the study into a framework that justifies the study and explains its structure or design. This framework is like a foundation for a house. It provides the essential support for the study components and also clarifies the context of the study for the reader, much like a house blueprint. By constructing this framework, you not only justify and explain the study to others but also check your own understanding of the need for the study, how the study is conceived, what knowledge it will add regarding the topic, and how the elements of the study design align with the problem identified for the study.



One of the difficulties for new researchers in developing a framework for a study is that conceptual and theoretical frameworks are defined and described differently by different authors, and the definition of what is considered a study framework may vary by institution. Those definitions can be explored to provide a spectrum of understanding of conceptual and theoretical frameworks. Before exploring the various understandings of conceptual frameworks in depth, it is helpful to compare multiple definitions of the term. Some authors view conceptual and theoretical frameworks as synonymous. A conceptual framework provides the orientation to the study and assists both the researcher and the reader in seeing how the study contributes to the body of knowledge on the topic, how elements of the study align, and how the study design and methodology meet rigorous research standards. A conceptual framework may be defined broadly as theory or literature review, or it may be defined more narrowly as the factors and variables addressed in a study. (Maxwell, 2017; Miles, Huberman, &Saldana, 2014). Essentially, all definitions of conceptual framework provide a context for the study, but the scope of that context varies among authors.

Ravitch and Riggan (2017) presented the most comprehensive understanding of conceptual framework. Their main point was that a conceptual framework is an argument for the study and that argument has two parts. First, the argument establishes the importance of and intended audience for the study. Second, the argument demonstrates alignment among research questions, data collection and data analysis as well as the use of rigorous procedures to conduct the study. They posited that the conceptual framework both informs and describes the development of research questions, design selection, data collection, data analysis and presentation of findings.



- (a) Although research framework helps to understand integral parts of research, it doesn't make the situation of the study clear.
- (b) Different authors have expressed different opinions on conceptual and theoretical frameworks.
- (c) A narrow definition of conceptual framework is literature review while a broader definition is the factors and variables that are investigated.
- (d) The explanation of the importance and the audience of a study and the alignment among all research components is the most comprehensive understanding of conceptual framework.
- III. Read the article below about the successful delegation of work. Underline the best word or phrase to fill each gap from (a), (b), (c) or (d). (10 Marks)

Guidelines For Giving Presentations



about what you want to say and how to say it as clearly as possible. As a first step, you need to (8)....... the main points you want to get across. Audiences are easily bored and tend to remember only the most entertaining, exciting or unusual ideas. Next create your materials, choosing the images for your presentation carefully. Remember you do not want to stop your audience from listening to you, nor do you want to (9)...... them. Finally. Make all the necessary arrangements for the equipment you need. If technology is to be an important (10)...... of your presentation, make sure you know how to use it properly and test it out beforehand.

<u>e.g.</u>	(a). produce	(b). make	(c). construct	(d). build
1.	(a). behavior	(b). habit	(c). practice	(d). routine
2.	(a). method	(b). law	(c). rule	(d). course
3.	(a). focus	(b). define	(c). target	(d). direct
4.	(a). gaining	(b). taking	(c). collecting	g(d). acquiring
5.	(a). requests	(b). calls	(c). bids	(d). commands
6.	(a). parcels	(b). packets	(c). bundles	(d). packages
7.	(a). design	(b). system	(c). structure	(d). formation
8.	(a). label	(b). mark	(c). identify	(d). catalogue
9.	(a). mislead	(b). confuse	(c). disorder	(d). complicate
10.	(a). share	(b). role	(c). function	(d). element



Section D - Presenting Information

Question 4

A. Fill in the blanks in the following description of the given data with the correct verb from the bare infinitive given within brackets. (10 Marks)

Country	China	United States	Russia	Japan	India
Production (billion KWh)	5398	4099	1057	936.2	871
Consumption (billion KWh)	5322	3866	1038	856.7	698.8

B. Summarize the information given in the table by selecting and reporting the main features and make comparisons where relevant. (10 Marks)



The following table gives information on the Annual turnover and the production cost of SimSim Multinational Company in million rupees. Use Introduction-Body-Conclusion format.

	Annual Turnover			Production Cost		
Year	UPS	Batteries	Earphones	UPS	Batteries	Earphones
2020	700.9	250.3	250.2	600.5	125.2	50.8
2021	701.7	500.6	200.1	650.3	250.3	60.7

Write at least 150 words.	
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Faculty of Management and Social Sciences
Department of Management & Business Studies
BSc(Hons) in Business and Industrial Management
Course CODE: BSc 562

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	Section E - Business Writing
	Question 5
	A. In the conclusion of the following report, ten phrases or sentences are missing. Write the
	number of the missing phrases or clauses given separately in the blanks where they should fit in.
	(10 Marks)
	The Sri Lankan economy contracted by 3.6 percent in 2020 on year-on-year basis in the
	backdrop of unprecedented disturbances to socio-economic activities due to adverse impacts
	of Covid-19. The pandemic itself,e.g. (iv) to contain the spread of pandemic dragged
	down the performance of economies all over the world and (a) Some of the
	business sentiment indices compiled by the Central Bank recorded their lowest values in 2020,
	particularly during the second quarter, (b) The pandemic situation severely
	affected economic activities for which physical engagement is vital, such as construction,



manufacturing and transportation, in addition to the whole ecosystem built around the tourism industry. (c)..... caused the contraction in industry activities, while services activities were adversely affected (d)....., other personal services and accommodation, food and beverage services activities. Meanwhile, (e)...... largely due to the pandemic related disturbances, though the conducive policy environment supported the continuation of most agriculture activities even during the lockdown periods. Investment expenditure contracted in 2020, mainly due to (f)..... locally as well as globally, while consumption expenditure recorded a slower growth. External demand also weakened during the year (g)..... across geographies with the pandemic. However, the rationalization of non-essential imports curtailing the merchandise imports during the year, partly contributed to buffer (h)..... amidst the contraction in exports. In 2020, the national savingsinvestment gap as percentage of GDP narrowed on account of the considerable contraction in investment expenditure (i)...... during the year compared to 2019. In line with the adverse impact that the Covid-19 pandemic had on economic activities, the labor market exposed its long-term fragilities and vulnerabilities, deepening structural issues and inequalities further. Accordingly, resulting in a loss of family incomes, (j)..... in 2020, the highest since 2009.

Write the number of the following missing phrase or statement in the blanks.

- (i). the setback in construction and manufacturing activities
- (ii). on the grounds of a loss of growth momentum
- (iii). the unemployment rate increased to 5.5 per cent
- (iv). together with related restrictions
- (v). the uncertainty on the recovery timeline of the pandemic
- (vi). Sri Lanka was no exception
- (vii). though national savings recorded a decline of 3.6 per cent



- (viii). agriculture activities also record a decline
- (ix). reflecting the adverse impact of the nationwide lockdown
- (x). the deterioration in net external demand
- (xi). predominantly due to the contraction in transportation
- B. You work as the marketing manager for a leading apartments-construction company. The management entrusted you with the task of writing a marketing proposal for the company. Write incorporating your ideas in a report that should follow the following format and content.

(10 Marks)

Introduction - Paragraph 1

- the importance of a market research

Body - Paragraph 2

- building apartments in eco-friendly environments, yet closer to highways with improved infrastructure

Body - Paragraph 3

- choice of 2BR, 3BR (BR-Bed Rooms), maintain quality and appearance, affordable prices
 Body Paragraph 4
- importance of attracting Sri Lankans earning abroad

Conclusion - Paragraph 5

- suggest condominiums
 - Condominium: an apartment building or group of houses in which each apartment/ house is owned by the person living in it but the shared areas are owned by everyone together



Write at least 250 words.



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