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2010 මාර්තු විභාගය**

විභාග දිනය : 13 මාර්තු 2009 පිටු ගණන : 04  
විභාග වේලාව : ප.ව. 1.30 - ප.ව.4.30 ප්‍රශ්න ගණන : 10

**Instructions to Candidates**

1. Time allowed is **three (3) hours**.
2. Answer **all** questions.
3. The answers should be given in the **English** Language.
4. Answers should be written **only** in the **Answer Booklet**.

<b>Subject</b>	<b>Subject Code</b>
<b>Business Communication II</b>	<b>(BC II / 616)</b>

**Part I**

**Question No.1 (10 Marks)**

Answer **all** questions.

Read the questions given below select the most suitable answer and mark the number of the most suitable answer in the Answer Booklet.

- (1) What is the non-verbal communication that prompts the chairperson to adjourn the meeting?
  - (a) Clapping.
  - (b) Cheering.
  - (c) Silence.
- (2) The responsible officer in the recruitment division of a firm is:
  - (a) Purchasing Manager.
  - (b) H.R. Officer.
  - (c) Production Manager.
- (3) Variable statistics on a graph is depicted on the:
  - (a) Vertical axis.
  - (b) Horizontal axis.
  - (c) On both.
- (4) When information flows from one line officer to another officer of the same line it is a:
  - (a) Upward communication.
  - (b) Downward communication.
  - (c) Horizontal communication.
- (5) The type of information a company wish to project is:
  - (a) Sensitive information.
  - (b) General information.
  - (c) Specific information.

- (6) The role of the Nestomalt advertisement is:
- (a) Educational role.
  - (b) Marketing role.
  - (c) Medicinal role.
- (7) The best way to overcome barriers to communication is:
- (a) The telephone.
  - (b) E-mail.
  - (c) Facial expression.
- (8) LAN stands for:
- (a) Loud alarming noise.
  - (b) Local area network.
  - (c) Long advance news.
- (9) The first requirement when encoding a message is:
- (a) The language use of the recipient.
  - (b) The pronunciation and accent.
  - (c) Grammatical accuracy.
- (10) An informal report need not have a:
- (a) Conclusion.
  - (b) Acknowledgement.
  - (c) The main body.

**(Total 10 Marks)**

**Question No.2 (20 Marks)**

Read the following text and answer the questions given below.

**SLOW FOOD**

Slow Food is an international movement as opposed to fast food, which is a movement that has been established without any promotions. The Slow Food movement is dedicated to preserving the cultural heritage of good food. At the beginning it started as a humorous movement against fast food, but has now developed into a major advocate for the world's unique food products. Its logo is snail. It started in 1986 in Italy and now it has spread to 45 other countries around the world having a membership of 650,000 members. Slow Food is committed to compiling and distributing information about local food, drinks and culture. Its purpose is to preserve endangered food, encourage bio diversity and support small scale producers of ethnic and local products around the world.

Modern agri-business has given the world cheap food with little taste, produced at a high cost to the environment. Slow Food has been instrumental in developing cuisine that take time and craftsman to create, which are threatened by global corporate practices. It also provides incentives to develop production methods which are healthier and tasty and also environmentally friendly.

Research has revealed the loss of bio-diversify in our food chain, which is alarming. In less than a century over 300,000 plant species have disappeared – one plant species disappears every six hours. Today less than 30 varieties of plants feed 95% of the world population. In Europe, the Slow Food campaign received unexpected political influence due to number of reasons; half the breed of domestic livestock became extinct during the 20<sup>th</sup> century, the spread of the mad cow disease and the problems created by the genetically modified food.

The task: answer the following questions.

- (a) What was the initial objective of the Slow Food campaign?
- (b) Name two other aims that were developed later.
- (c) What are the disadvantages of fast food?
- (d) What are the reasons that prompted political support for the Slow Food movement?
- (e) What were the alarming revolutions of the research?

**(3 × 5 = 15 Marks)**

(f) Explain the following words and phrases as they appear in this passage.

- (i) Unique food products.
- (ii) Humorous movement.
- (iii) Cuisine.
- (iv) Endangered food.
- (v) Domestic livestock.

**(1 × 5 = 5 Marks)**

**(Total 20 Marks)**

End of Part I

## **Part II**

Answer any **four (4)** questions

### **Question No. 3 (10 Marks)**

“Communication occurs whenever you pass on a message to another person or other people” Do you agree? Explain using a diagram.

**(Total 10 Marks)**

### **Question No. 4 (10 Marks)**

- (a) List the forms of visual communication. **(05 Marks)**
- (b) Describe in detail any one form of visual communication. **(05 Marks)**

**(Total 10 Marks)**

### **Question No. 5 (10 Marks)**

- (a) “The success of a presentation depends on how you begin it” Express your views. **(05 Marks)**
- (b) Do you think that it is a good practice to memorize a presentation? Discuss your thoughts.

**(05 Marks)**

**(Total 10 Marks)**

**Question No. 6 (10 Marks)**

In column A are a number of types of interviews and in column B are the purpose of the interview. They are not in order. Match them and write them again in your answer booklet.

<b>A</b>	<b>B</b>
(1) HR manager and two assistants	(a) To select students to the school
(2) General Manager, with two Directors	(b) To select drivers
(3) Principal and two teachers	(c) To promote labourers
(4) Foreign Employment agency officers.	(d) To appoint nurses
(5) HR Manager with Sales Manager	(e) To appoint principles
(6) HR Manager and Accountant	(f) To select officers for foreign jobs
(7) HR Officer and Transport Officer	(g) To select sales representatives
(8) A Doctor and Chief Clerk	(h) To select staff officers
(9) AGA and Chief Clerk	(i) To select accounts trainees
(10) Director General & two Directors	(j) To select a CEO

**Question No. 7 (10 Marks)**

What is meant by internal communication? What are the factors that decide selection of the most suitable media for internal communication?

**(Total 10 Marks)**

**Question No. 8 (10 Marks)**

What is a line graph? What are its advantages and disadvantages?

**(Total 10 Marks)**

End of Part II

**Part III**

Answer **all** questions.

**Question No. 9 (15 Marks)**

Write an essay on any one of the following topics:

- (a) ‘The rapid increase in traffic has led to air pollution’.
- (b) Advantages and disadvantages of bank cards and credit cards.
- (c) ‘Mobile phones are a social problem’ do you agree?

**(Total 15 Marks)**

**Question No. 10 (15 Marks)**

You have decided to go to a foreign country for a job. You wish to sell your furniture before you leave. You know a friend who is in the furniture business. Write a letter to him explaining the situation and requesting him to sell your furniture. Suggest a date for him to come to inspect them.

**(Total 15 Marks)**

End of Part III

**End of Question Paper**