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**අන්තර්මධ්‍ය අදියර
2009 සැප්තැම්බර් විභාගය**

විභාග දිනය : 12 සැප්තැම්බර් 2009 පිටු ගණන : 04
විභාග වේලාව : ප.ව. 1.30 - ප.ව.4.30 ප්‍රශ්න ගණන : 08

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**.

Subject	Subject Code
Business Communication II	(BC II / 616)

Part I

Question No.1 (10 Marks)

In questions 1 to 10 select the most suitable answer a, b or c and write your answer in the Answer Booklet.

- (1) Which of the following is a non-verbal communication?
 - (a) A memo
 - (b) The notice board
 - (c) A road sign – Zebra crossing
- (2) Which of the following media, successfully transmit the message “DANGER”
 - (a) Bicycle bell
 - (b) A siren
 - (c) A skull with two bones
- (3) The correct ending to a letter with the salutation ‘Dear Sir’ is:
 - (a) Your lovingly,
 - (b) Yours faithfully,
 - (c) Your sincerely,
- (4) A journalist is:
 - (a) A tour operator
 - (b) A sales person
 - (c) A media person
- (5) A grape wine refers to:
 - (a) An informal organizational structure.
 - (b) A foreign liquor
 - (c) A beverage
- (6) Abbreviations S.M.S are for:
 - (a) Sender, Message and Subject
 - (b) Sales, Marketing and Supplies
 - (c) Short message service

- (7) When doing a presentation the most useful visual aid is:
- (a) the power point
 - (b) lecture notes
 - (c) the white board
- (8) In horizontal communication flow:
- (a) Information flows from the higher officers to the lower ranks
 - (b) Information flows from one officer to another officer in the same line
 - (c) Information flows from lower officers to the higher.
- (9) An annual general meeting of a company is held :
- (a) Once in 3 months
 - (b) Once in 6 months
 - (c) Every year
- (10) The board of directors is also called the:
- (a) The governing council
 - (b) The implementing authority
 - (c) The chief administrative authority.

(Total 10 Marks)

Question No.2 (15 Marks)

Read the text and complete the task given below.

Faster planes and cheaper flights are making it easier than ever before for people to travel. In most developed societies visiting places and traveling to other countries has become a status symbol. The tourism industry of both developed and developing countries have recognized this fact and are learning to take advantage of it. Some countries have made tourism their main source of income.

There are, however some problems associated with this industry. Firstly there is the increasing crime rate. Some locals see tourists as easy prey because not only are they unfamiliar with the country they are traveling and therefore less able to take care of themselves, but also they carry valuable items like cameras, jewellery, foreign currency, which could be easily disposed of for a small profit.

Another major problem is health. With greater mobility comes greater danger of spreading contagious diseases such as aids, around the world. One infected person returning home could easily start an epidemic before their illness is diagnosed. More over the emergence of many diseases, which can resist antibiotic medicine, is causing scientists to be extra careful about this issue.

Also to be considered is the natural environment, which can be seriously threatened by too many visitors who carelessly throw away waste matter leading to environmental pollution. Australia's Great Barrier Reef, for example is in danger of being destroyed by tourists, and so is our Hikkaduwa Coral Reef. Australia has restricted the visits of tourists to some delicate sections of the coral reef, to save it from destruction.

- (a) Answer the following questions.
- (i) Why has the tourist industry become important?
 - (ii) What is the first problem associated with the tourist industry?
 - (iii) What is the second problem?
 - (iv) Why is the second problem more serious than the first?
 - (v) What is the action taken by Australia to save corals?

(2 × 5 = 10 Marks)

- (b) Find words in the passage that are similar in meaning to the following.
- (i) Travel by air
 - (ii) Identified
 - (iii) Got rid of
 - (iv) A fast spreading illness
 - (v) Result of garbage and waste matter

(1 × 5 = 5 Marks)

(Total 15 Marks)

End of Part I

Part II

Question No. 3 (10 Marks)

Using a suitable diagram show the process of communication. Explain how 'feedback' is important to decide the success of the delivery of the message.

(Total 10 Marks)

Question No. 4 (10 Marks)

What is face to face communication and explain the advantages and disadvantages of face to face communication.

(Total 10 Marks)

Question No. 5 (10 Marks)

What is an informal organizational structure? Explain how a small family business can function well using an informal system of operation.

(Total 10 Marks)

Question No. 6 (10 Marks)

How important is the use of graphics in presenting information? Explain one type of graph describing its advantages and disadvantages.

(Total 10 Marks)

End of Part II

Part III

Question No. 7 (15 Marks)

Assume that the finance section of your office has been shifted to new premises. Write a letter to a friend of yours in the former office explaining the merits and demerits of the new premises.

(Total 15 Marks)

Question No. 8 (15 Marks)

You have received the following Email. Read it carefully and answer the questions given under it.

To : ericssilva@yahoo.com

From : sujithparakrama@sltnet.lk

Reference: BC. Study pack

Dear Sir,

I am a technician stage student of CMA. I hope to sit the exam in March next year. I have purchased a second hand BC, study text from a student who sat this exam two years ago. However I find that it is an old edition. It is a BC 102 Foundation study text. Is there a later edition titled BCM for Technician stage? If so I like to buy it. Please inform me whether it is available and its price.

Thank you

Sujith Parakrama

You are required to:

- (a) To whom is this email sent? What is his email number?
- (b) When does Sujith hope to sit the Exam?
- (c) What is the study text he had purchased?
- (d) What is the title of the revised edition?
- (e) What information does he wish to have?

(3 × 5 = Total 15 Marks)

End of Part III

End of Question Paper
