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Serial No.....

Institute of Certified Management Accountants of Sri Lanka
Operational Level
May 2018 Examination

Examination Date : 12th May 2018 **Number of Pages :** 08
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<u>Subject</u>	<u>Subject Code</u>
Business English II	(BE II / OL 5 - 205)

Instructions to Candidates

1. Time allowed is **three (3) hours**.
2. Total: **100** Marks.
3. Answer **all** questions.
5. The answers should be in **English Language**.

Part I: Writing Test

Question No. 01 (10 Marks)

Answer the questions that follow this magazine article on women's position in African corporate sector.

When a woman rises to the top rung of the traditionally all-male corporate ladder in Africa, it's front-page news because women's progress in business leadership on the continent continues to be achingly slow.

According to a groundbreaking 2015 study by the African Development Bank (AfDB) titled *Where Are the Women?* Inclusive Boardrooms in Africa's Top-Listed Companies, in the 307 top African companies, women accounted for only 14% of total board membership. That translates to one woman out of every seven board members. And one-third of the boards have no women at all, adds the report.

Women are underrepresented on all rungs of the corporate ladder—in non-management as well as middle and senior management positions, notes the McKinsey & Company report, which states that only 5% of professional women make it to top management in companies in Africa. And even those women who join management may not necessarily wield influence because they usually occupy "staff roles rather than line roles from which promotion to CEOs usually come."

The AfDB report concurs with McKinsey & Company's finding that most women in corporate organizations are frozen at the periphery. The method used to appoint board members isn't transparent, maintains Ms. Fraser-Moleketi.

Source: adapted from <http://www.un.org/africarenewal/magazine/december-2017-march-2018>

- (i) Quote the single word from the passage that means: (5 marks)
- a) As part of a long-established custom: _____
 - b) Have and be able to use power: _____
 - c) Be of the same opinion: _____
 - d) The outer limits: _____
 - e) See through: _____

- (ii) Write short answers. (N.B. Long answers will not be marked.) (5 marks)
- a) Does the corporate sector in Africa traditionally comprise men or women?

 - b) How many top listed companies are there?

 - c) What is the percentage of representation of women in top management in Africa?

 - d) How are women in top management positions discriminated in terms of being promoted to CEP positions?

 - e) Why are women in the corporate sector in Africa made to occupy the margins?

(10 questions × 1 Mark = Total 10 Marks)

Question No. 02 (15 Marks)

Answer the questions that follow this excerpt.

China has become one of the most dynamic global shipping markets in the world. Ocean shipping handles most of China's huge import and export volumes: China's foreign trade is worth more than \$2 trillion, and about 85% of Chinese exports are shipped through ports. China now leads the world in terms of port throughput. China's port industry has experienced a significant development in the recent years, supported by the buoyant conditions in foreign trade and improvement in freight handling capacity, along with the completion of many new terminals with large specialized berths and deep-water routes.

Traditionally there were problems at some ports with clearance times but China has adopted a major program of investment in berths, handling equipment and storage, and a streamlining of procedures. China is improving the import-export documentation process, which includes shortening the processing time of customs as well as licensing.

China's international trade has stimulated a rapidly developing logistics industry. Over the last 20 years China's international trade has grown **dramatically** and is now exceeding \$2,000 billion per year. Since 2003, the GDP has grown at over 10% per year, with goods exports growing at 22-35% per year. In order to support this level of trade China has undertaken major investments not only in its physical infrastructure but also in its logistics industry.

The logistics industry is centered on the east coast of China. The logistics industry is most active along China's east coast, where the manufacturing industry is also centered. There are three different areas of major development: the Bohai Rim region in the north, including Liaoning, Shandong, Beijing, Tianjin and Hebei; the Yangtze River delta around Shanghai including Jiangsu and Zhejiang; and the Pearl River delta, centered on Shenzhen. In each of these areas numerous large logistics parks have been developed or are under construction. Other cities such as Xiamen, Wuhan and Chongqing have been making investments to establish themselves as regional logistics hubs.

The logistics industry is dominated by small-scale operations. In 2010 there were over 300,000 registered logistics companies most of which evolved from local road transport or warehousing companies. There are some 3 million trucking service providers and even the large firms are small by international standards.

Source: adapted from https://www.apec.org/Transborder...Transborder.../2012_TPT_Transborder.

Underline the accurate answer.

(10 marks)

- (i) The author's main point about the China's Shipping market is that:
- a) It is successful because the shipping market handles dynamic range of imports and exports.
 - b) China's trade is mostly done online.
 - c) It has recently become successful partially due to the infrastructure facilities that the port offers.
 - d) China's foreign trade is worth more than \$2 trillion completely depends on the shipping industry.
- (ii) The most accurate of all these descriptions about China's shipping trade is:
- a) China's shipping trade is successful but it is not so different to the shipping trade of other countries.
 - b) The success of China's shipping trade owes to the new time saving documentation system.
 - c) China doesn't do so well on handling equipment and storage.
 - d) China never had problems at any port with regard to clearance times.
- (iii) The word dramatically is closest in meaning to:
- a) Intensely
 - b) Insanely
 - c) Insidiously
 - d) Instantly
- (iv) The three different areas of major development of the logistics industry are:
- a) Hubei, Bohai Rim area, and Shanghai
 - b) surrounding areas Bohai Rim, Shanghai, and Tianjin
 - c) surrounding areas Bohai Rim, Beijing, and Shenzhen
 - d) surrounding areas of Bohai Rim, the Yangtz River delta and the Pearl River delta
- (v) The logistics industry includes:
- a) Transport and warehouse facilities
 - b) Transport and road maps
 - c) Transport and small-scale operations
 - d) Trucking service only
- (vi) Quote the single word from the passage that means: (4 marks)
- a) The detailed organization and implementation of a complex operation: _____
 - b) Attempted to find: _____
- (vii) Give a title to this passage. (1 mark)
- _____

(5 questions × 2 mark + 2 questions × 2 marks+ 1 question × 1 mark = Total 15 Marks)

Part II: Composition

Question No. 03 (10 Marks)

The top management of your company are concerned that the employees are spending a considerable time of the working hours on personal emails, social media, texts and calls. They have therefore asked you, as their HR manager, to prepare a memo to be sent to the staff members. You have been asked to do the following:

- (a) Encourage the staff to reduce time spent on personal emails, social media, texts and calls.
- (b) Write out a brief set of rules on the use of personal emails, social media, texts and calls.

(Total 10 Marks)

Question No. 04 (15 Marks)

Write a composition on ONE of the following topics.

- a) Youth unemployment in Sri Lanka
- b) Modern day food and lifestyle
- c) Not everything that is learned is contained in books
- d) Important qualities of a supervisor/ boss

(Total 15 Marks)

Part III: Reading

Question No. 05 (10 Marks)

Read the transcript of the following documentary and select the most appropriate answers.

Sri Lankans are great tea drinkers. But today, I am going to talk about a special coffee brand. Hansa is a local coffee producer, and they've quickly turned into my favorite coffee brand because in their small shop in Colombo, you can purchase a variety of coffee drinks, snacks, and packeted coffee.

Needless to say, Hansa's improved taste and flavor has made their coffee an important part of my life. And Hansa is unique because they roast their beans at the same altitude as they are grown, which improves the taste and flavor of the bean. Sipping the Arabica blend – a favorite of mine – I can pick up subtle notes of blueberry and chocolate.

Aside from producing coffee with a rich, fresh taste, Hansa makes coffee that you can feel good about drinking. Over the past few years, I have grown more aware of the effects of my consumption on the rest of the world. My experiences in Kenya opened my eyes to the shocking working conditions and standards of living that tea and coffee workers often endure. Therefore, being informed about fair trade can help guide consumers make more informed purchasing decisions.

So, what is fair trade? Fair trade is all about helping small farmers in developing countries to get organized and develop their business skills in order to tap into the world market directly. So, it gives power to marginalized people and improve their quality of life.

P.T.O...

Hansa indeed is a fair-trade brand. The coffee used by Hansa is sourced from small growers in the central highlands of Sri Lanka known as Nuwara-Eliya. Hansa's way of helping small farmers differs greatly from the original coffee industry that existed on the island under the British colonial rule. During the time of the British, Ceylon was the world's largest exporter of coffee in 1870, producing 51 million kilograms of coffee annually. The coffee plantations were built in deforested land, and their monoculture ultimately led to the entire industry being wiped out by 1890. Hansa helps farmers a lot. One of the ways that Hansa provides assistance to the small-scale producer is by giving loans. These loans can be paid in small installments. That is not all. Hansa educates small scale farmers on techniques such as shade growing, composting, and organic farming.

1. What is Hansa?
 - a. They are a local coffee producer
 - b. They are a local tea producer
 - c. It is a shop in Negombo
 - d. It is a cake shop
2. Why is Hansa the narrator's favorite coffee brand?
 - a. Because they have a shop which sells fair trade tea
 - b. Because they have coffee and snacks as well as packeted coffee
 - c. Because they have only packeted coffee
 - d. Because they have many coffee drinks and biscuits
3. What happens when coffee is roasted in the same altitude as it is grown?
 - a. It improves the quality of the coffee smell
 - b. It improves the taste and flavor of coffee
 - c. It gives it a vanilla flavor
 - d. It becomes soft and powdery
4. What experience opened the narrator's eyes about the living conditions of coffee farmers?
 - a. Experience in Nuwara-Eliya
 - b. Experience in Peru
 - c. Experience in Kenya
 - d. Experience in Kelaniya
5. What is fair trade?
 - a. It is a way of helping small scale farmers reach the world market
 - b. It is a way of treating the small farmers unfairly
 - c. It is a way of improving the lives of the factory owners
 - d. It gives a chance to the factory owner to treat the farmer with respect
6. Where is Hansa coffee grown?
 - a. Hill Wood
 - b. Nuwara-Eliya
 - c. Kandy
 - d. Gampaha

7. In which year was Ceylon the world's largest exporter of coffee?
- a. 1850
 - b. 1870
 - c. 1920
 - d. 1812
8. Where were coffee plantations built?
- a. Up hill
 - b. Deforested land
 - c. Land slides
 - d. Forest
9. One of the ways that fair trade provides financial assistance to the small-scale producer is by:
- a. giving direct loans
 - b. linking the produced with the buyer
 - c. giving long term loan schemes
 - d. buying the products directly from the farmer
10. In what other ways does Hansa help the small-scale farmers?
- a. By educating them on new techniques
 - b. By forcing them to sell coffee to them
 - c. By educating them about the world market
 - d. By watering their product

(10 questions × 1 Mark = Total 10 Marks)

Question No. 06 (15 Marks)

Read the transcript of the following lecture on stress and select the most appropriate answers.

Stress is a common phenomenon. We all undergo stress at different points of our lives. Stress is your body's reaction to something difficult. When we face difficulties, we feel stress. When we feel stressed our hearts beat faster and our hands may sweat. And sometimes we get anxious. People respond to stress in different ways. Adults may cope with stress in a different way from students. Still, sometimes a little stress makes us perform better. For example, when students have a test they feel a little extra pressure and so often students study more. For most people, too much stress makes learning more difficult. When students are really worried or have way too much to do, their brains can't take new information. All that worry crowds everything else out.

One sign that students are not handling stress well is when they avoid assignments. If someone isn't studying for tests, or is putting off major projects, he or she is not coping very well with stress.

In my point of view, students should learn study skills. First, they need to ask questions if something isn't clear. Second, they need to be really well organized. Also, another thing the student should do, if possible, is to take short breaks. Take a break from the large quota of work the person has undertaken.

1. What is stress?
 - a. Anxiety
 - b. A result of too many assignments
 - c. The body's reaction to something difficult
 - d. A desire to study more
2. What are the physical effects of stress?
 - a. Hands sweat and heart beat slower
 - b. Hearts beat faster and hands sweat
 - c. Heart beats faster and stomach hurts
 - d. Hands sweat and body heat increases
3. A little stress is good because:
 - a. it creates anxiety
 - b. it helps students to study more because of the extra pressure
 - c. it helps them to develop organizational skills
 - d. it discourages them to work faster
4. How do you know someone is not coping well with stress?
 - a. When the person is avoiding assignments and putting off major projects
 - b. When the person is suffering from loss of memory
 - c. When the person is completing major projects
 - d. When the person can't meet deadlines when making presentations
5. In the narrator's opinion study skills are:
 - a. Asking questions, being organized and taking short breaks
 - b. Taking a break and being less organized
 - c. Being organized only
 - d. Asking questions, studying hard and taking long breaks

(5 questions × 3 Marks = Total 15 Marks)

Question No. 07 (25 Marks)

Provide clear short answers to the following interview questions.

1. How would you describe yourself in three minutes?

2. What are the best qualities that you have are useful for a professional environment?

3. What does “dress smartly” mean to you?

(Total 25 Marks)

End of Question Paper
