



SOUTH EASTERN UNIVERSITY OF SRI LANKA

**THIRD YEAR EXAMINATIONS IN BACHELOR OF BUSINESS ADMINISTRATION /
COMMERCE (EXTERNAL) - 2008 / 2009 HELD IN AUGUST - 2009**

BBA / COM 31 – BUSINESS COMMUNICATION

Answer all Questions

Time: 03 Hours

01. (i) “The best ally when facing the challenge of communicating with others is adaptation”. Explain this statement. (05 Marks)
- (ii) Think of a television, radio, print, email, or Internet sales message or persuasive request that you regard as especially effective. Explain why you think it was effective. (10 Marks)
- (iii) Critically analyze the following operational message from a hotel manager:

*Housekeeping staff,
It has come to my attention that the cleanliness of our rooms are substandard. We will therefore hold mandatory training sessions over the next three weeks. See your shift supervisor to plan your work schedules so that you can attend.
Management*

- (05 Marks)
02. (i) Differentiate primary and secondary data collection by giving example. (05 Marks)
- (ii) Imagine that you are the Communication Officer in XY Ltd and the Chief Executive Officer (CEO) of your company is interested in improving communications in the organization. Write a report on ways to improve the communication of cross-cultural work groups. (15 Marks)
03. (i) For each of the following sets of facts, (a) determine the graphic (or graphics) that would be best, (b) defend your choice, and (c) construct the graphic.
- a. Average (mean) amount of life insurance owned by Fidelity Life Insurance Company policy holders. Classification is by annual income

| Income (US\$) | Average Life Insurance (US\$) |
|-----------------|-------------------------------|
| Under 30,000 | 15,245 |
| 30,000 – 34,999 | 24,460 |
| 35,000 – 39,999 | 36,680 |
| 40,000 – 44,999 | 49,875 |
| 45,000 – 49,999 | 61,440 |
| 50,000 and over | 86,390 |

b. Profits and losses for Whole Food Stores, by store, 2003 – 2007, in dollars.

| year | Store | | | Total |
|------|-----------|---------|------------|---------|
| | Able City | Baker | Charleston | |
| 2003 | 234,210 | 132,410 | 97,660 | 464,280 |
| 2004 | 229,110 | -11,730 | 218,470 | 435,850 |
| 2005 | 238,430 | -22,410 | 216,060 | 432,080 |
| 2006 | 226,730 | 68,650 | 235,510 | 530,890 |
| 2007 | 230,080 | 91,450 | 254,820 | 576,350 |

c. Share of real estate tax payments by ward for Bigg Ciy, 2002 and 2007, in thousands of dollars.

| | 2002 | 2007 |
|------------|------|------|
| Ward 1 | 17.1 | 21.3 |
| Ward 2 | 10.2 | 31.8 |
| Ward 3 | 19.5 | 21.1 |
| Ward 4 | 7.5 | 18.2 |
| City total | 54.6 | 92.4 |

d. Percentage change in sales by employee, 2006 – 2007, District IV, Abbott, Inc.

| Employee | Percentage Change |
|-----------------|-------------------|
| Joan Abraham | +7.3 |
| Helen Calmes | +2.1 |
| Edward Sanchez | -7.5 |
| Clifton Nevers | +41.6 |
| Wilson Platt | +7.4 |
| Clera Ruiz | +11.5 |
| David Schlimmer | -4.8 |
| Phil Wirks | -3.6 |

(16 Marks)

(ii) Discuss the benefits of visual communication in business communications.

(04 Marks)

04. (i) "Just as our culture has advanced in its technological sophistication, it has advanced in the sophistication of its body signals, gestures, and attitudes toward time, space, and such. Thus, the ways of our culture are superior to those of most other cultures". Discuss this view. (10 Marks)
- (ii) "Our attitude has been a silent enemy for effective listening". Explain this statement and suggest some strategies to improve listening. (10 Marks)
05. (i) Distinguish between the print resume and the electronic resume. When would each be most appropriate? (05 Marks)
- (ii) Design a job advertisement for Public Relations Officer for KUNG (Pvt) Ltd. Which produces and sells different branded consumer electronic products. (05 Marks)
- (iii) SKY Ltd intends to start a new factory near by its original location which is a highly populated area to produce some chemical products. You are required to write a letter to get permission from the Environmental Authority to set up the same. (10 Marks)
