



SOUTH EASTERN UNIVERSITY OF SRI LANKA

THIRD YEAR EXAMINATION IN BACHELOR OF BUSINESS ADMINISTRATION / COMMERCE (EXTERNAL) – 2009 / 2010 - HELD IN DECEMBER 2010

BBA / COM 31 - BUSINESS COMMUNICATION

Answer **all** questions. Calculator is allowed. Write legibly

Time: Three Hours

01.

- a) Explain briefly the business communication process (a model of Business Communication) using a diagram. (08 Marks)
- b) List out the communication breakdowns and explain briefly how you can overcome them. (08 Marks)

02.

Cross-cultural business communication and workforce diversity in organization is a challenge for today's business people. Explain the cultural variations and the challenges of cross-cultural communication. (10 Marks)

03.

- a) Explain the importance of business communication skills and the basics for communicating effectively. (08 Marks)
- b) Explain the role of Information and Communication Technology in business communication. (08 Marks)
- c) "Good Listeners listen with their faces". Explain this statement and suggest some strategies to improve listening. (08 Marks)

04.

Write an appropriate letter to your supplier by drawing his attention to the delivery of poor quality raw material in the last consignment. (10 Marks)

05.

Write a formal report on the Prospects of Sri Lankan Tourism to your Managing Director highlighting the recent developments and the trends of the industry, and the opportunities that could be exploited to improve the performance in the sector for making Sri Lanka the best destination in Asia.

Your report should include a pie chart for Table 1 and a suitable charts or graphs for Table 2 given below to show the tourist arrivals.

(18 Marks)

Table 1: Tourist Arrivals by Countries

| Country | No. tourist arrived |
|-----------|---------------------|
| Australia | 20000 |
| UK | 80000 |
| Maldives | 30000 |
| India | 90000 |
| France | 10000 |
| Germany | 30000 |

Table 2: Tourist Arrivals by Year

| Year | No. of Tourist |
|------|----------------|
| 1990 | 297888 |
| 1991 | 317703 |
| 1992 | 393669 |
| 1993 | 392250 |
| 1994 | 407511 |
| 1995 | 403101 |
| 1996 | 302265 |
| 1997 | 366165 |
| 1998 | 381063 |
| 1999 | 436440 |
| 2000 | 400410 |
| 2001 | 336800 |
| 2002 | 393170 |
| 2003 | 500640 |
| 2004 | 566200 |
| 2005 | 549310 |
| 2006 | 559600 |
| 2007 | 494010 |
| 2008 | 438470 |
| 2009 | 447895 |

06.

Draft a memo to your newly recruited Management Trainees outlining on 'How to do an effective presentation'.

(10 Marks)

07.

You are the General Secretary of Socio-Economic Development Form (SEDF). The 36th Monthly Progress Meeting is to be held next month. As usual, the Coordinators will present their progress report at this meeting.

As a Secretary assuming that you have consulted the Chairperson and those concerned:

- Set out the notice to circulate among members.
- Prepare an agenda including all the regular formal business of such a meeting.
- Draft a tentative minutes of this meeting.

(12 Marks)

(Total 100 Marks)