

SOUTH EASTERN UNIVERSITY OF SRI LANKA
FIRST YEAR EXAMINATIONS IN BUSINESS ADMINISTRATION AND
COMMERCE (EXTERNAL) – 2007 / 2008 HELD IN MARCH / APRIL - 2008

BBA / COM 11 – BASIC ENGLISH

Index No:

Duration: 3 hours

Answer all questions. Part I should be answered on the paper itself.

Part I

(01) Write the word given in the brackets in one of the spaces in each sentence, as appropriate.

- (a) Dhilsan ----- always seemed such a ----- boy. (*responsible*)
- (b) All the people ----- in the battle are now ----- dead. (*involved*)
- (c) There were ----- over fifty people ----- at the meeting. (*present*)
- (d) This ----- process ----- takes four days. (*involved*)
- (e) The ----- situation ----- cannot be allowed to continue. (*present*)
- (f) Kumar was the ----- child ----- for the damage. (*responsible*)
- (g) The ----- child made a ----- request. (*polite*)
- (h) I was ----- asked for my ----- address. (*present*)
- (i) She is an ----- member of the ----- team. (*essential*)
- (j) I will be moving----- to a ----- two-storey house. (*new*)

(5 marks)

(02) Fill in the blanks with a, an, or the.

1. Abdullah bought _____ pen and _____ eraser yesterday.
2. I have read _____ interesting book in _____ library.
3. _____ first and _____ third places were secured by SEUSL.
4. I usually bring _____ electronic dictionary to _____ class.
5. This classroom has _____ beautiful vas and _____ big world map.

(5 marks)

(03) Change the following sentences into negative.

A. This book is worth five pounds.

B. The last speaker made a good speech.

C. She grows roses in her garden behind the house.

D. He had spoken in public

E. I can understand what it is.

F. The lorry crashed into a house.

G. Why do you visit the zoo?

H. They went into the reception hall.

I. That is why they are playing here.

(10 marks)

(04) Rearrange the words to form correct sentences.

A. and- are- four -in- lift - other- people- Salman- the.

B. a -corner -in - is- stand - the- umbrella-the.

C. a -a- am- beside- I- Kuwait- lady -on- plane- sitting -Sri Lankan- to

D. because -dark -getting -going - I- it- it -is -is- rain- think- to.

E. for - found - have- I - letter- looking- the - you - were.

(10 marks)

(05) Select the most suitable questions to the answers and write them in the appropriate lines given above each answer.

- What can I use to clean the television?
- Where should I put the TV?
- Can I put my TV near the generator?
- Should I bang the top of the TV if the picture isn't clear?
- Is static electricity a problem?
- Why does a TV have ventilation holes?
- What should I do about dust?
- Can I open the back cover and repair the TV?

a. -----

If you touch the screen you may experience a mild electric shock due to build-up of static electricity on the picture tube surface. It is the same type of static electricity you sometimes feel when taking off your sweater.

b. -----

Do not place your TV set close to sources of heat like heaters.

c. -----

Avoid places where there is a lot of dust. A build up of dust will adversely affect the picture quality. The screen should be cleaned periodically with a damp cloth.

d. -----

Do not use any chemical solvent to clean your TV.

e. -----

The TV has ventilation holes at the back to avoid overheating. Do not cover these vents with things like cloth etc.

f. -----

If the TV is not working properly, use the user's Manual to adjust your set.

g. -----

Never remove the back cover and try to repair the TV yourself. Please phone the dealer.

h. -----

Choose a place where light (artificial or sunlight) does not shine directly on the screen

(8 marks)

(06) Complete the rest of the sentences

1. If I were you, -----

2. When I reached home, -----

3. While it was raining, -----

4. ----- they could have met us.

5. It will be easy -----.

(5 marks)

(07) Read the passage and answer the questions given below.

Good afternoon. My name is Allan Swales and I'd like to talk to you about my company which is called Cultural Study Tours. Basically we offer tours in various countries including Scotland, for people who want to learn more about particular cultural aspects of those countries.

Now I thought I would begin firstly by describing our organization and then go on to outline for you the way in which we operate. Well, it's based in Scotland, The head office is in Glasgow but we have a small branch office in Edinburgh. It is a limited liability company, with two directors, myself and my colleague, Peter and together we own 60% of the shares.

I'm in charge of marketing and Peter is responsible for the financial side of things. Apart from us, there are eleven full-time staff. There are five tour leaders who plan and lead tours. Each of them is responsible for a particular region; that is Great Britain, the Russian Federation, Eastern Europe, China and Mediterranean. The tour leaders are supported by six administrative staff who handle the day-to-day clerical work.

Now if I could give you some background to the company. We were two academics working in Glasgow University *who* were asked to organize a tour of Scotland for a group of visiting lecturers. That was three years ago. Since then we have developed a company which organizes twenty tours a year.

Let me give you an example of a tour that we organized last year on the architecture of Hungary. Well firstly, we set up a series of introductory lectures and visits in Budapest and then took the participants around various cities of architectural interest. The aim, therefore, was to combine a holiday with a particular professional or cultural interest.

So, what I have been trying to do this afternoon, or in this brief introduction, is to show the kind of organization we are and the kind of tours we get involved in.

a) What is this article about?

b) How does the speaker get the attention of the audience at the beginning?

c) In what countries do they arrange tours?

d) Who is the speaker?

e) Who is responsible for marketing?

f) Who possesses 60% of sharing?

g) How many members are there in the whole team?

h) Complete the table below.

Position or Name	Swales	Peter	Tour leaders	Administrative staff
Task				

i) Why does the writer talk about five regions?

j) What does the word “who” in the fourth paragraph mean?

k) When did they start the first tour?

l) Which gave a thought to form the company “Cultural Study Tours”?

m) How do they usually arrange the tour?

(17 marks)

(08) Read the passage and answer the questions.

Since 1945 there has been an underlying assumption that the world’s poorer countries are gradually “developing” toward the western model and that international aid policy should be geared to this end. The success of some Asian countries, notably Japan (which was restructured under US guidance after 1945), lent weight to thesis. Though the World

Bank now divides countries into high, middle and low income countries, rather than developed and developing countries, the basic premise has remained- countries afflicted with high levels of poverty, disease and deprivation can improve their standards by adopting western-style institutions and economic management.

The governing elites of almost all states have come to accept that free markets, combined with strict monetary discipline, offer the best path to improving living standards. Country after country has adopted a World Bank-driven 'structural adjustment programme' in an effort to achieve economic success. The orthodox view is that public ownership and protected markets are less efficient than private ownership and free trade. Governments around the globe, encouraged by the World Bank, have been busy privatizing state-owned companies in everything from electricity generation and telecommunications to railways and even prisons. The notion of "public service", whether in health care or broadcasting, has given way to "private enterprise".

1. What was the hypothesis of the world in 1945?

2. About what strategy is the writer talking about?

3. Why does the writer talk about Japan here?

4. How were the countries named in nineteen fifties?

5. "Concept on division of countries has been changed now" Do you agree? If so support your answer from the passage.

6. Which gave a good start to living values?

7. Why did every country try to follow the instructions of the World Bank?

8. Why were the governments motivated to privatize the institutions?

(10marks)

Part II

(09) Here is a memo given below. Assume you are the purchasing supervisor and write a suitable letter.

Star Supermarkets

To: Purchasing Supervisor
From: Manager

Date: 15th March 2008
Subject: Order 465

We sent an order for juice to **Fresh Drink** on 12th February but we have still not had a delivery.

Please write to them and ask them when they can deliver the juice.

(10 marks)

(10) Assume you are going to open a Community Centre in the heart of Kalmunai town and willing to invite the Divisional Secretary on the occasion of the opening ceremony.

a. Write a suitable, formal note of invitation.

(10 marks)

b. As a president of the Community Center you have made a welcome speech. Write the above speech. Include at least 150 words.

(10marks)
