



ASSOCIATION OF ACCOUNTING TECHNICIANS OF SRI LANKA

TALENT SUBJECT - JULY 2020

(310) BUSINESS COMMUNICATION

- **Instructions to candidates** (Please Read Carefully):

- (1) **Time:** 03 hours.
- (2) **All questions should be answered in the answer booklets provided.**
- (3) **Answers should be in the English medium by all candidates.**
- (4) **100 Marks.**

26-09-2020
Morning
[9.00 – 12.00]

No. of Pages : 08
No. of Questions : 07

SECTION A

(Total 25 marks)

Question 01

- (A) Read through and understand all the parts of this question before you start writing the answers.** After that, **select the most suitable phrase**, out of those given, to fill in each of the blanks in parts of the questions numbered **(1.1)** to **(1.10)**.

Write the number of the selected answer (phrase) in your answer booklet against the number assigned to the part of the question:

(1.1) **Suraj** : I heard you went for an interview at **Max Enterprises**.

Ranga : Yes I did, but

- (1) it was quite an experience. (2) I expected a good thing too.
- (3) they didn't offer me the post. (4) there was nothing fascinating.

(1.2) **Suraj** : Oh, I'm so sorry. What happened? You have a business management degree

- (1) haven't you (2) didn't you (3) isn't that so (4) doesn't it

(1.3) **Ranga** : Yes, and that's probably why they called me for the interview. In the end

- (1) something good happened. (2) there was a big surprise.
- (3) it was a disappointment. (4) no one was to blame.

Suraj : May be you were too excited or feeling nervous. An interview can be stressful.

(1.4) **Ranga** : No, it wasn't that.

- (1) I was trying to focus on them.
- (2) I didn't mind anything at all.
- (3) My skills were enough for them.
- (4) My experience was considered inadequate.

(1.5) **Suraj** : I know how you feel. Don't feel so depressed.

- (1) I'm sure you did better last time.
- (2) Opportunities may come again soon.
- (3) Your efforts will be wasted on this.
- (4) Make up your mind and give up hopes.

Ranga : I hope so. I'm fed up with what I'm doing right now.

(1.6) **Suraj** :? You are lucky to have such an interesting place to work.

- (1) How do you make that
- (2) Why do you say that
- (3) Where do you get that
- (4) What makes you do so

(1.7) **Ranga** : Interesting? I don't agree with you. You don't know

- (1) how interesting it is now.
- (2) where this job was built up.
- (3) what I go through every day.
- (4) everything about interviews.

Suraj : Well, every job has its ups and downs. Don't lose heart.

(1.8) **Ranga** : May be you are right. It certainly is the truth.

- (1) I totally agree with you
- (2) This is the saddest part
- (3) No, it is not always right
- (4) Sometimes it disheartens

Suraj : So, you see it's not the end of the world.
When one door closes another opens.

(1.9) **Ranga** : That's what my parents say.

- (1) Do what you must do always.
- (2) May be there is something too.
- (3) You can be right sometimes.
- (4) I guess I have to believe them.

Suraj : Let's forget everything and have some fun. How about a game of chess?

(1.10) **Ranga** : Good idea. Now

- (1) who cares about it, not me. (2) let us get on with the game.
(3) it is not a good ending to this. (4) it's not my favourite game.

(10 marks)

(B) Select from the following table the most **suitable word (preposition)** to fill in each of the blanks numbered **(1)** to **(15)** in the short success story given below:

for	below	after	from	on	up	at	in
towards	during	to	with	into	about	by	

Write the question numbers **(1)** to **(15)** in your answer booklet, and the word (preposition) selected by you against the relevant number. Use one preposition only once.

It is not very common to see a teenager owns and operates an own business. It is just what Shakthi Dias is doing. He says he always had a great interest (1) technology and it prompted him (2) start his own business.

Throughout his youth he applied for work (3) just about any place that was hiring; his first job was at a restaurant when he was 15 years old; "I worked there for (4) 10 months and I had to quit. All the money that I had earned (5) my work during those 10 months sent to my parents," he said. He has also worked at a Pharmacy earning a (6) the minimum salary and at CompSri a software company, (7) the past 4 years of his life. He has saved (8) enough money to support him and his family.

He says "I have gained a lot of experience from the jobs I've done. It was then that I noticed many people asking me (9) advice about computers. That led me to have many great ideas (10) how I could come up (11) a solution for the problems that were experienced (12) the customers I had. (13) doing small jobs that involved computers, I noticed how successful I would be if I were to start my own computer services company. My parents encouraged me and pushed me (14) it. I was confident about starting my own business and very confident that it would be a success. So I went (15) the business of computers with my heart and soul".

(15 marks)

(Total 25 marks)

End of Section A

SECTION B

(Total 50 marks)

Question 02

Identify the correct words to complete the following short dialogues. Use only one word in each of the blank.

Number **(0)** below is done for you as an example.

(0) Suleka : Hello. How are you?

Hemantha : I'm fine Thank you , How about you?

*(Write the question number and sub numbers **(2.1)** to **(2.10)** in your answer booklet and write your answers against each number)*

Sharma : Excuse me.

Ajith : Yes, please can I help you?

Sharma : Please could **(2.1)** _____ way to the railway station?

Ajith : Of course. Go straight and turn right.

Sharma : Thank you. You are very helpful.

Ajith : You are welcome. **(2.2)** _____ nice day

Ramani : You look a bit tired. What have **(2.3)** _____ doing?

Kavya : Shopping to buy a gift for my mother.

Ramani : **(2.4)** _____ get what you want?

Kavya : Yes I did, but it took the whole day.

Ramani : What do **(2.5)** _____ now?

Kavya : I just want to sit here and relax.

Sampath : Did you watch the cricket match yesterday?

Chamila : No. **(2.6)** I _____ it. I had to study.

Sampath : You had to study! **(2.7)** _____ studying?

Chamila : I was studying History for my examination the whole day.

Devin : Hi, Where do you live now?

Rajesh : **(2.8)** _____ Galle now.

Devin : How do you travel to office every day?

Rajesh : By bus. It **(2.9)** _____ only _____ hour.

Devin : Have you ever got late to office?

Rajesh : No. **(2.10)** _____ .

(10 marks)

Question 03

The following information was extracted from the Department of Motor Traffic with reference to the new registration of motor vehicles in a province.

Study the chart given below:

Item	2018 Jan. - Sep.	2019 Jan. - Sep.	Change %
Busses	2,383	1,099	-53.9
Motor Cars	63,863	28,574	-55.3
Three Wheelers	15,118	12,144	-19.7
Dual Purpose Vehicles	13,302	9,933	-25.3
Motor Cycles	263,004	223,728	-14.9
Goods Transport Vehicles	7,522	4,136	-45.0
Land Vehicles	7,187	5,531	-23.0
Quadricycles and Motorhomes	654	981	50.0
Total	373,033	286,126	-23.3

Source: Department of Motor Traffic

Write a description based on the information provided in the chart.

You may add your own comments.

(Use about 150 words.)

(10 marks)

Question 04

Read the following text and write short answers to the questions given below:

[Write the question number and sub numbers (4.1) to (4.7) in your answer booklet and your answers against each sub number.]

The persisting and growing mismatch between the skills of employment seekers and employers' needs may worsen with the fourth industrial revolution, which is taking place at a rapid pace. The Fourth Industrial Revolution involves a combination of revolutionary technologies such as Artificial Intelligence, Robotics, Automation, etc. With the development of these technologies, the traditional types of employment may be replaced with automation. With this emerging challenge, it is necessary to prepare the workforce to cater to future employment requirements and this combination must begin from the school level itself through restructuring the curriculum. Moreover, the current labor force also needs to be vigilant of the changes taking place globally and needs to develop skills and adaptability to survive and sustain their employment. On the contrary, there are certain employment opportunities which are human-only jobs such as care-giving in terms of medical, geriatric and child care.

Actions should be taken to strengthen the workforce with required skills in these types of jobs as there is a future tendency to increase the demand for such jobs locally, with the ageing population phenomenon in Sri Lanka and also for foreign employment opportunities. Actions need to be taken to change the mindset of people in terms of job seeking as well as job generation. Due to high job security, there is a tendency among youth to find a job in the public sector. This could possibly have a certain segment of youth to idle, contributing towards increasing the youth NEET (Not in Employment, Education or Training). Alternatively, youth can seek for apprenticeship programs available in the private sector in order to gain industry exposure. This can in turn be imposed as a pre-requisite to join the public sector. Moreover, a general criticism of the Sri Lankan labor market is that employees with the required qualifications are unable to use their knowledge appropriately in their jobs. This can be due to the mismatch between the industry requirements and the academic curricula. Hence changes in curricula to meet industry needs are required.

- (4.1) What is the emerging challenge mentioned in the text? (02 marks)
- (4.2) Derive from the first paragraph why there is a need to restructure the curriculum. (01 mark)
- (4.3) What are the jobs that will not be affected by the fourth industrial revolution? (01 mark)
- (4.4) Why do the youngsters prefer jobs in the public sector? (01 mark)
- (4.5) How can the youth NEET ultimately find jobs in the public sector? (02 marks)
- (4.6) Identify the sentence in the text which states employment seekers should change their way of thinking. (01 mark)
- (4.7) What is the negative comment made about the labor market of Sri Lanka? (02 marks)
- (Total 10 marks)

Question 05

You are the Manager of “READ Well” a publisher of business magazines. A vacant building belonging to your enterprise has been converted to a library for the benefit of all employees. The work has been completed and it will be opened during the next week.

Write a descriptive **Notice** to all employees including the following among other matters:

- the reason for having the library, especially benefits to employees.
- the opening date and time.
- the name and profession of chief guest (*you may assume a suitable person*).
- invitation to attend. (10 marks)

Question 06

Assume that you are the Human Resource Manager (hrm@yahoo.com) of a trading company. The management has imposed a rule that all employees must wear their identity tags when they are on duty. You have noticed that some of the employees are not obeying this rule. This creates problems that need to be solved.

Write an **E-mail** to the Work Supervisor (sup@gmail.com) incorporating the following:

- a reminder of the rule.
- your observation.
- the problems caused.
- request to cooperate.
- action taken for not obeying the rule.

(10 marks)

End of Section B

SECTION C

(25 marks)

Question 07

(A) You are the Sales Manager of **ACE (Pvt) Ltd.** The sales for the last quarter of the year fell drastically and the target profit ratio also fell at an alarming rate. You have to summon all sales staff for a meeting and explain the situation.

Prepare the **speech** that you will make at the meeting.

Include the following in your speech; among other matters you have in mind:

- welcome / greet everyone.
- the reason for holding the meeting.
- the drop in sales and profits.
- how it affects all.
- how to overcome this problem.

(Use about 150 words)

(15 marks)

(B) You saw the following job advertisement in a local newspaper and wish to apply for the post of Assistant Accountant.

Prepare your Curriculum Vitae (CV) to be sent to the HR Manager of Global Logistics.

ASSISTANT ACCOUNTANT

The applicants must possess the following:

- *Full / part professional qualifications from a recognized accounting body.*
- *Minimum 2 years' experience.*
- *Good communication skills.*
- *Fluency in English and computer literacy.*
- *Apply with names and contact information of two non-related referees.*

Salary negotiable.

Please send your CV to the HR Manager, Global Logistics, No.221, Temple Road, Colombo 02.

(Do not use your own name or other personal information.)

(10 marks)

(Total 25 marks)

End of Section C