



ASSOCIATION OF ACCOUNTING TECHNICIANS OF SRI LANKA

TALENT SUBJECT - JULY 2023

(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.

26-08-2023
Morning
[9.00 – 12.00]

No. of Pages : 09
No. of Questions : 07

SECTION A

(Total 25 marks)

Question 01

- (A) Read the following dialogue between **Harin** and **Sugee**. Select the most appropriate group of words out of the four (4) groups of words given to fill in the blank in each of the questions numbered **(1.1) to (1.10)**. You are advised to read through all the parts before you start writing the answers.

Write the number of the selected group of words (as the answer) in your answer booklet with the question number and the number assigned to the part of the question:

- (1.1) **Harin** : Good morning. Today we must decide on where to purchase the lap tops?

Sugee : Good morning. Yes, indeed. I it. We have to do it soon.

- (1) have not considered doing
- (2) don't know what is
- (3) have been thinking about
- (4) wonder how you are at

- (1.2) **Harin** : We need at least 10 computers for the new office. I am sure

- (1) there aren't many awaiting.
- (2) you are aware of this.
- (3) we can do many sales.
- (4) office needs computers.

- (1.3) **Sugee** : I know you are worried about it. Let's not worry too much. Nowadays the best.

- (1) worrying is not quite
- (2) buying computers is not
- (3) online buying is really
- (4) some of the gadgets are

(1.4) **Harin** : Oh, No. Online shopping? Don't you know ?

- | | |
|----------------------------|---------------------------|
| (1) where I read about it | (2) about the way I work |
| (3) my eternal love for it | (4) how much I dislike it |

(1.5) **Sugee** : Now, don't get so angry. I drawbacks in buying online, but there are advantages too.

- | | |
|---------------------------|-------------------------------|
| (1) agree there are many | (2) totally disagree with the |
| (3) cannot care about the | (4) have to disagree about |

(1.6) **Harin** : **Sugee**, you have a weird way of thinking about online shopping.

Sugee : online shopping is easier and cheaper.

- | | |
|---------------------------------|-------------------------------|
| (1) I know you agree with me | (2) According to my opinion |
| (3) I like your way of thinking | (4) According to what you say |

(1.7) **Harin** : I'm afraid I disagree. There is no fun in online buying.

Sugee : Think how easy it is to do the shopping while home.

- | | |
|-------------------------------|------------------------------|
| (1) getting dressed to leave | (2) comfortably seated at |
| (3) getting out and away from | (4) uncomfortably waiting at |

(1.8) **Harin** : I would rather visit a shopping mall, look at all the computers on sale and select what I want.

- | | |
|-------------------------------|------------------------------|
| (1) I agree with you 100%. | (2) You're absolutely right. |
| (3) I would say the opposite. | (4) I feel exactly the same. |

(1.9) **Sugee** : So, more or order ten computers online from the best computer shop in Colombo.

- | | |
|----------------------------|----------------------------|
| (1) will you agree with me | (2) what will you tell me |
| (3) how will you disagree | (4) are you going to argue |

(1.10) **Harin** : Well, **Sugee**, if it will make you happy, even when I totally disagree with you?

- (1) won't allow you to buy them (2) don't buy anything online
 (3) let's buy the computers online then (4) buy when they are available

Sugee : Thank you **Harin**, Thank you for changing your mind.

Harin : Ok, **Sugee**. Let's just move on. (10 marks)

(B) Select the most suitable phrases to complete the short dialogues.

Write the numbers **(1.11)** to **(1.20)** in your answer booklet and the phrase selected by you against the relevant number:

my car broke down	I would like to	why you weren't there	made of leather	easiest way
collection of footwear	get off at	by bus or by train	with a wooden gate	about your project

(a) **Amali** : **Parami**, please tell me how to get to your house.

Parami : Are you coming **(1.11)** ?

Amali : I'll be coming by bus. What is the **(1.12)** to your house?

Parami : Get into a 138 and **(1.13)** the Maharagama junction. Then walk up the second lane. The third house **(1.14)** is ours.

(b) **Anjana** : **Sulari**, why didn't you attend the meeting today?

Sulari : **(1.15)** on the highway and I got awfully late.

Anjana : It was **(1.16)** We were wondering **(1.17)**

(c) **Salesman** : Good morning. How may I help you?

Customer : **(1.18)** look at the shoes you sell. I don't want any shoes
(1.19)

Salesman : Madam, we have a **(1.20)** made of natural rubber. New arrivals.

Customer : All right. I need a pair of black shoes: size 4.

(10 marks)

(C) Use the most suitable prepositions given within brackets to fill in the blanks.

Write down the numbers **(1.21)** to **(1.25)** in your answer booklet and the preposition you have selected against the relevant number.

When I got my first job and came to work, I noticed two things: How formal and informal people's behaviour was and the differences **(1.21)** (*with, between, for, of*) them. I am always amazed at **Jaye's** desk. It is the most organized place **(1.22)** (*on, after, in, under*) the whole building. I wonder how he finds time **(1.23)** (*into, to, at, within*) keep everything so neatly arranged. **Adithya** is also a marvel. She manages to do first-rate work **(1.24)** (*amid, from, behind, away*) piles and piles of clutter. Still, I believe that she knows where every piece **(1.25)** (*beyond, near, of, for*) paper and every single file is located. I suppose our personalities and styles are revealed in our work environment. (05 marks)

(Total 25 marks)

End of Section A

SECTION B (Total 50 marks)

Question 02

Read the following text and answer the questions given. Write the numbers **(2.1)** to **(2.7)** in your answer booklet and the correct answer against the relevant number.

It is important to be productive at work. To achieve productivity, people must work with utmost dedication and commitment. It is only then that they will earn success in their workplaces and careers in general. But this might lead to a problem called "productivity guilt". Feeling guilty at work seems to affect a lot of employees. In order to achieve productivity it is important that they overcome this negative emotion.

Guilt makes people feel their contribution is not worthwhile and that they are not being productive enough. This can lead to a terrible situation if left unchecked and so, it is quite important to get out of "productivity guilt".

This article will deal with some tips that will help people if they are suffering from “productivity guilt”. Check them out below:

What to do when employees feel productivity guilt:

Stop making comparisons:

One does not need to compare with other co-workers and compete with them when they are feeling unproductive or guilty about their own progress. But most people end up making comparisons because they worry that their position or rank will be lost if their peers perform better than them. Things won't help by being anxious all the time.

The main focus should lie on improving oneself and staying ahead of others, not through competition or comparison, but by enhancing one's own value and appreciating one's capabilities.

Wasting time can be important:

Sometimes it is good to take a break from work and do something that relaxes the body and satiates the soul. Most people, who are workaholics or have an utmost dedication to their work, tend to classify this as a waste of time.

But as per psychology, 'wasting time' doing things people love, can actually strike the much needed work-life balance and help them rejuvenate their mind and soul for better productive work.

Challenging the ideas that being less productive can reduce one's worth:

Everyone should do this. Human beings are naturally prone to feeling guilty about their lack of contribution to the workplace and they end up doing the opposite. However, it is excessive hours of work that may reduce one's worth as it may lead to errors and negligence. It is important therefore, to be confident and believe that being less productive at times, will not diminish one's worth.

State whether each of the following statements from **(2.1)** to **(2.4)** is **True** or **False**. Write the answer (True/False) in your answer booklet with the number assigned to the question:

According to the text:

(2.1) Success can be gained rarely through dedication and commitment.

(2.2) “Productivity guilt” does not make a person work harder to be more productive.

(2.3) An employee suffering from ‘productivity guilt’ is scared of losing his job.

(2.4) Workaholics do not usually appreciate taking a break during work.

(04 marks)

Write the answers for question No. **(2.5)** to **(2.7)** in your answer booklet with the number assigned to the question:

(2.5) How should employees improve their own selves and stay ahead of others?

(2.6) Pick the sentence that says working overtime may lead to mistakes.

(2.7) According to the text, what are the benefits one can gain by wasting time? (06 marks)

(Total 10 marks)

Question 03

Fill in the blanks in the following memo with the most suitable words selected from those given in the table below:

Write down the numbers **(3.1)** to **(3.10)** in your answer booklet and the word selected by you against the relevant number:

moreover	while	even though	since	such as
whenever	in conclusion	But	and	until

Dear colleagues,

This is for your information.

The marketing team and I are pleased to announce the promotion of Nirmala Gurusinghe to the post of manager. I am very pleased to make this announcement myself, **(3.1)** I have worked with her for the past five years; **(3.2)** I have supervised her work for more than two years. Nirmala has made herself an excellent worker and she has learned all the managerial skills **(3.3)** working in our organization **(3.4)** we rely on her good judgment and creativity **(3.5)** the need arises.

Nirmala works in the storage department at the moment, **(3.6)** she will move on to marketing and work directly with Mr. Susil Gunarathne. She will be responsible for products **(3.7)** medical equipment and machinery. **(3.8)** this will be an opportunity to promote our latest medical equipment she must first get used to the work at the marketing department. We should all help her **(3.9)** she gets both her feet on the ground.

(3.10), I would like to congratulate her and wish her all the best.

General Manager.

(10 marks)

Question 04

You have received an email from a customer complaining about the following problems he had to face at your new supermarket in the city centre:

- Non availability of stationery (eg. pens, paper).
- No carts to load goods.
- Rude, uncaring workers not helpful.
- Cashiers inefficient, slow in collecting payments.

Compose an email to be sent to the complaining customer thanking him for sending the letter while apologizing for the shortcomings. Say what actions will be taken to solve each problem.

(You may use suitable email addresses when you compose the email.)

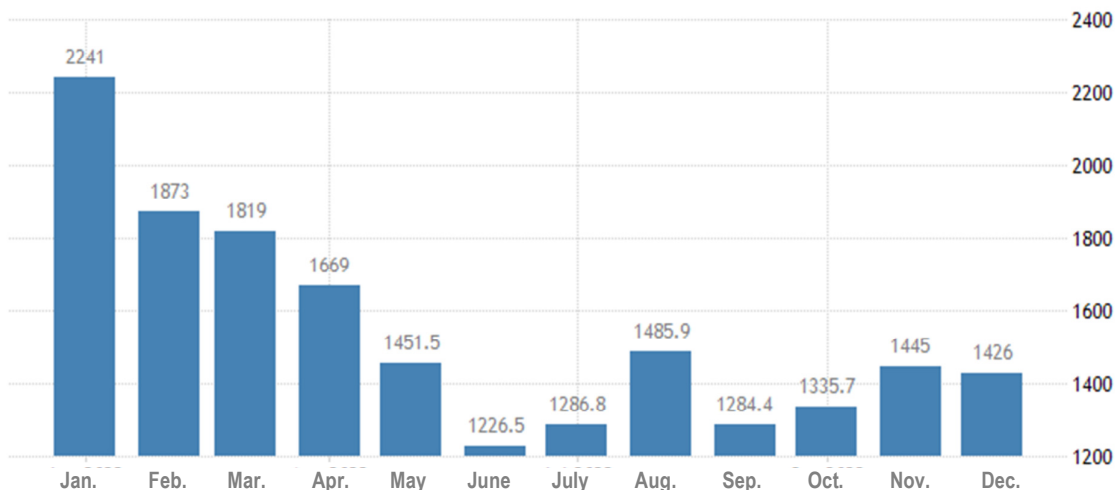
(Use about 120 - 150 words.)

(10 marks)

Question 05

Study the following bar chart and write a paragraph describing the information provided.

Sri Lanka Imports (in \$ million)
(From January 2022 to December 2022)



(Source: Central Bank of Sri Lanka)

(Use about 120 - 150 words.)

(10 marks)

Question 06

Select the most suitable word given within brackets to complete the following text:

Write the numbers **(6.1)** to **(6.10)** in your answer booklet and the word selected by you against the relevant number.

My mother who is quite a good cook, wanted to own a restaurant and work as a chef. My father thought **(6.1)** (what, that, why) a woman's place is at home and discouraged her. My father is an engineer **(6.2)** (who, whom, which) is working at a construction company, **(6.3)** (when, where, why) he is well-liked and well-paid. He says it is not necessary for mother to go out to work, **(6.4)** (when, why, which) really was not fair as mother's ambition was to be a chef.

They argued about it a lot. I do not know, **(6.5)** (who, whom, whose) idea it was, but soon our large garage turned into a small cafe. It was **(6.6)** (where, who, what) the neighbours would gather for meals and stayed back to chat. My mother was the one **(6.7)** (whom, which, whose) people were thankful to, because they could enjoy a meal for a fair price. Business thrived and profits increased steadily. **(6.8)** (Where, That, There) was a surprise for my father. He changed his mind **(6.9)** (there, where, then) and there and became a regular customer **(6.10)** (what, when which) brought my mother immense joy.

(10 marks)

End of Section B

SECTION C

(25 marks)

Question 07

- (A) **Pharma Lanka** is a company located in your home town and you saw a notice displayed at the entrance to the reception area of the company building. It said *"Jobs for school leavers. Come and join with us"*. When you made inquiries, the receptionist told you to hand over your Curriculum Vitae (CV) and a covering letter to the Human Resource Manager.

Write only the body of your covering letter (*Do not write the CV*).

Include the following:

- Reference to the notice.
- Why you would like a job at **Pharma Lanka**.
- Your computer skills/ English Language proficiency.
- Extracurricular activities.
- Polite request for a suitable job.

(Do not write your name and address.)

(Use about 120 - 150 words.)

(10 marks)

- (B) Imagine you are the Marketing Manager of **Best Buy (Pvt) Ltd**. At the launch of new products (water bottles and tooth brushes made of bamboo) to the market, you did a presentation.

At the end of the presentation, the audience raised following questions. As the Marketing Manager, write your answers to the below questions:

- What effect will these new products have on the environment?
- Why are you planning to market these products only in Sri Lanka?
- How are you going to obtain a continuous supply of raw materials?

(Use about 50 - 60 words for each answer.)

(15 marks)

(Total 25 marks)

End of Section C
