



ASSOCIATION OF ACCOUNTING TECHNICIANS OF SRI LANKA

TALENT SUBJECT - JULY 2025

**(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.**

02-08-2025

Morning

[9.00 – 12.00]

No. of Pages : 09

No. of Questions : 07

**SECTION A**

(Total 25 marks)

**Question 01**

- (A) Read the dialogue between the two friends **Aruna** and **Sashin**. Select the most suitable group of words, out of the four (4) groups of words given to fill in the blanks 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 part of the question:

- (1.1) **Aruna** : Hi, **Sashin**. So you managed to escape from your busy schedule? ..... well today.

(1) I hope you are doing

(2) I'm not sure it is

(3) Are they too doing

(4) Is everyone here

- (1.2) **Sashin** : Hi **Aruna**! I'm doing great. Well, I see you came here before me. Punctual as always! By the way, ..... ?

(1) this happened to you

(2) how is everything about you

(3) where do you want to be

(4) why did you get so late

- (1.3) **Aruna** : I'm in good health. Thanks for asking. Well, **Sashin**, now that you are here let's ..... conversation about potential partnership.

(1) forget the interesting

(2) delete our useless

(3) listen to their funny

(4) continue our recent

- (1.4) **Sashin** : To tell you the truth, I'm really excited about the ..... a new business partnership.
- (1) dangers of beginning (2) impossibility of doing  
(3) growing and ending (4) possibilities of starting
- (1.5) **Aruna** : I'm also excited about ..... together in this partnership. Could you elaborate a bit more on how you envision this?
- (1) everyone there working (2) how the others work  
(3) what we can achieve (4) how some people work
- (1.6) **Sashin** : Absolutely. Our goal is to ....., so that our services will be of excellent quality and people will go crazy over them.
- (1) combine our resources (2) go for our disabilities  
(3) not wait for a better time (4) have a lot of impatience
- (1.7) **Aruna** : I know you have a perfect vision and mission. .... is too tough we will be able to do it.
- (1) As reaching a goal now (2) Even though achieving goals  
(3) Acquiring goals afterwards (4) While you wait for a goal it
- (1.8) **Sashin** : With your expertise in landscaping, it ..... of our lives.
- (1) shouldn't be a good part (2) will be the success story  
(3) will be the hardest part (4) can't be the stepping stone
- (1.9) **Aruna** : With your skills ..... to choose our services and your advertising capabilities, we can do this.
- (1) at persuading people (2) to take everyone out  
(3) not developed help (4) hardly being relevant
- (1.10) **Sashin** : There is no doubt about it. Now that the bank ..... we need, it is a win win situation.
- (1) refuses everything to us. (2) has disagreed to fund.  
(3) will provide the capital. (4) doesn't know what.
- Aruna** : Yes , indeed. Let's get back to work as soon as possible.

(10 marks)

(B) Study the following table and the list of words given below:

Then select the most suitable word from the list to complete the conversation between **Rajini** and **Asitha**.

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

expanded	maximum	100 million	report	similarity
compare	minimum	expenses	2023	statistics

**AI Syndes (Pvt) Ptd.**  
**Financial Performance**

Year	Revenue (Rs. millions)	Profits (Rs. millions)
2021	234	90
2022	462	235
2023	360	92
2024	560	300

**Rajini** : Look, here is the table of **(1.11)** ..... that the management wants us to study carefully.

**Asitha** : Actually, we have to write a **(1.12)** ..... based on this table.

**Rajini** : I know. I have been trying to **(1.13)** ..... and contrast the revenue obtained during the four years given.

**Asitha** : Me too. Revenue has **(1.14)** ..... greatly in the year 2024. Whereas the **(1.15)** ..... amount was obtained in the year 2021.

**Rajini** : Don't forget to note the millions of profits. When we look at all four years, the **(1.16)** ..... amount was in the year 2024.

**Asitha** : There is a **(1.17)** ..... between the two years, 2021 and **(1.18)** .....

**Rajini** : Yes. The profits were less than **(1.19)** .....

**Asitha** : I just wonder why there was a drop in profits in the year 2023.

**Rajini** : Well, I guess it was the rise in **(1.20)** ..... that added to the cost of production.

(10 marks)

(C) The following are the steps in the process of conducting a meeting. Convert the active voice sentences given below to the passive voice. Number **(1.21)** is done for you. Write the numbers **(1.22)** to **(1.26)** in your answer booklet and the passive voice sentences:

**(1.21) Active voice** : **Shanthi** prepared and distributed the agenda in advance.

**Passive voice** : The agenda was prepared and distributed in advance by Shanthi.

**(1.22) Shanthi** notified attendees of the meeting's time and location.

.....

**(1.23)** The Chairperson called the meeting to order at the correct time.

.....

**(1.24)** The Secretary took down the minutes of the meeting.

.....

**(1.25)** The Secretary recorded the decisions and communicated to the relevant parties.

.....

**(1.26)** After addressing the items in the agenda, the Chairperson adjourned the meeting.

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(05 marks)

(Total 25 marks)

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*End of Section A*

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## **SECTION B**

(Total 50 marks)

### **Question 02**

Fill in the blanks in the following text using the most suitable cohesive devices you have given within brackets.

Write the numbers **(2.1)** to **(2.10)** in your answer booklet and the correct cohesive device selected by you against the relevant number:

#### **A Team Leader Speaks:**

“Our company has seen a steady development in sales over the past quarter. **(2.1)** .....  
(Really, Firstly, Secondly) we launched a marketing campaign **(2.2)** ..... (which, what, while)  
significantly boosted brand awareness. **(2.3)** ..... (Due to, Because, As a result) we were able  
to widen our product range offering more variety to our customers. **(2.4)** ..... (In addition,  
Unless, But) customers’ satisfaction has improved, leading to higher retention rates. **(2.5)** .....  
(According to, And, Therefore) we are optimistic about continued growth in the coming months.  
**(2.6)** ..... (Moreover, Until, Unless) we plan to invest in new technologies to enhance  
efficiency and to streamline operations. **(2.7)** ..... (Furthermore, Although, Since) the positive  
feedback from customers has encouraged us to explore additional markets. Our relationships  
with key suppliers have **(2.8)** ..... (also, too, so) strengthened our position in the industry.  
**(2.9)** ..... (Finally, Next, Though) these efforts will help us to maintain a competitive edge.  
  
**(2.10)** ....., (In conclusion, Clearly, As an example) I would say we are committed to  
sustaining this momentum to achieve long-term success.”

(10 marks)

### Question 03

Read the following text and find answers to the questions given below:

Write down the numbers **(3.1)** to **(3.6)** in your answer booklet and the correct answer selected by you against the relevant number:

Being a successful entrepreneur isn't just about having great ideas. It's about a combination of personality traits, skills, and approaches that lead to success. Having a strong vision, however, supersedes them all. Running a business requires anticipating the needs of your customers and conveying a strong enough vision that a team would want you to carry out. Entrepreneurs can see opportunities where others see obstacles. They have a clear picture of what they want to achieve and a plan to get there. This vision inspires them and their team, motivate them to work hard even when faced with challenges.

Resilience is another crucial quality. The business world is full of ups and downs. Successful entrepreneurs do not get discouraged by setbacks. They learn from their mistakes, adapt to changing circumstances, and keep moving. They see failures not as defeats, but as learning opportunities. Resilience is a combination of hardiness, resourcefulness and optimism; which is a required trait to effectively start and run a business. Being able to bounce back when people reject your ideas, and the slow progress that comes with building a business make resilience key to both starting and sustaining a successful career as an entrepreneur.

Communication skills are essential. Entrepreneurs need to be able to clearly articulate their ideas, whether they are pitching to investors, negotiating with suppliers, or motivating employees. They must be persuasive and able to build strong relationships with people from all walks of life. They should develop the ability to fully focus on what others are saying, understand their message and respond appropriately.

Finally, passion is what fuels the drive and determination needed to succeed. Entrepreneurs who are passionate about their work are more likely to put in the extra effort required to overcome challenges and achieve their goals. This passion is contagious and inspires those around them. It is the engine that drives a business forward.

- (3.1)** According to the text what overrides personality traits, skills, and approaches?
- (3.2)** What is the difference between entrepreneurs and persons who are not entrepreneurs?
- (3.3)** Pick the sentence that says, 'when entrepreneurs fail they do not see it as a loss'.
- (3.4)** How is resilience defined in the given text?
- (3.5)** What is the listening skill that entrepreneurs should develop?

**(3.6)** Find words from the text which have the same meaning as the following:

- (a) to say something as a reply.
- (b) a capacity to adapt and recover quickly from disruptions.

(10 marks)

#### Question 04

You are the Event Manager at Association of Professional Accountants. Your Organization's Annual Conference is to be held in the month of September 2025. You have started sending invitations to your clients. You feel that **Dr. Aravinth Sharma** from India is the best person to deliver the keynote speech on the theme "Become an Agent of Change".

Compose an email to be sent to **Dr. Aravinth Sharma**.

Include the following in your email:

- Say why it is an honour to have his presence.  
e.g. his knowledge, his experience in research findings, etc.
- All information about the conference: (theme, date, duration, venue, professional participants)
- Invite him politely to attend / ask for confirmation to attend.
- Say you would see the travel arrangements and accommodation.

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

*(Use about 120 - 150 words.)*

(10 marks)

#### Question 05

Write a descriptive paragraph on **one** of the following topics, to be published in your organization's newsletter. Include at least 3 points relevant to the topic.

- Banks Enable People to Live More Comfortably. My opinion.
- Benefits of Learning a Professional Accountancy Course.

*(Use about 120 - 150 words.)*

(10 marks)

## Question 06

Fill in the blanks in the following text using the relative clauses given in the list below:

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

which towered	that had been	who had just	that coursed through	which was still
whose guidance	that was sleek	which was nicely	who were known	which she had

The young girl **(6.1)** ..... landed her dream job, navigated the bustling city streets with a newfound confidence. She clutched a briefcase **(6.2)** ..... and brand new, its contents held the presentation she had meticulously prepared. Her suit, **(6.3)** ..... tailored, made her feel powerful and ready to conquer any challenge. She thought about the team she would be joining, a group of individuals **(6.4)** ..... for their innovation and drive. The office building, **(6.5)** ..... over the surrounding landscape, seemed less intimidating than it had on her first interview there.

Then she remembered her mentor, **(6.6)** ..... helped her to be successful. The coffee she had grabbed earlier, **(6.7)** ..... warm in her travel mug, provided a much-needed boost of energy. She smiled, thinking about the future projects she would contribute to, ideas **(6.8)** ..... swirling in her mind for months. This opportunity, **(6.9)** ..... worked so hard for, felt like the perfect launching pad for her career. The excitement **(6.10)** ..... her veins fueled her every step.

(10 marks)

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*End of Section B*

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## **SECTION C**

(25 marks)

### **Question 07**

- (A) Imagine that you have completed your studies & required training and now you are qualified for employment in a company of your choice. Write your skill based CV to be sent to the Human Resource Manager of a well-known business organization.

Write under the following headings:

- Personal information.
- Educational qualifications.
- Professional Qualifications.
- Work Experience.
- Relevant Skills (communication, interpersonal skills, etc.).
- Language proficiency.
- Referees.

*(Use about 100 – 120 words.)*

*(Do not write your own name and personal information.)*

(10 marks)

- (B) You are the Head of the Research Department at **Macro Tech (Pvt) Ltd.** a company engaged in exports and imports. Your team's latest product is unique and is expected to be a top seller. You introduced the product to the internal and external stakeholders of the company. They were quite impressed and wanted to know more about your product. So, they asked many questions.

Write five (05) questions they would have asked and your answers to the questions using 30 – 40 words for each answer.

*(Use about 150 words.)*

(15 marks)

(Total 25 marks)

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*End of Section C*

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