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SLIATE

SRI LANKA INSTITUTE OF ADVANCED TECHNOLOGICAL EDUCATION
(Established in the Ministry of Higher Education, vide in Act No. 29 of 1995)

Higher National Diploma in English

Second Year, Second Semester Examination-2016

EN2116- Fundamental Business English II (PT/FT)

Instructions for Candidates:

Answer any five (5) questions
All questions carry equal marks.

No. of questions : 06
No. of pages : 02
Duration : 03 hours

Question 01

- I. Mention 5 types of business letters. (5 marks)
- II. Imagine yourself as a professor of psychology at a well reputed university in Sri Lanka. The Students' Association of ATI Kandy has invited you to conduct a guest lecture on positive thinking at their premises. Yet, you have some important academic work to attend on that same date. Write a letter to the secretary of the Students' Association mentioning your inability to come and asking them to fix another date. (15 marks)

Question 02

- I. Assume yourself as an Assistant Manager Sales of ABC Pvt Ltd. You and your Manager have planned to meet each other to discuss about a new product launch. You went to his cabin on time but he was not there. You need to go to the Head office for an immediate requirement as well. So write a message to be left for your asking him to fix another time for the meeting. (10 marks)
- II. You work for Zig-Zag Pvt Ltd and your immediate manager has asked you to help a newly recruited employee on his first day at the office. You have to go out for a personal reason and therefore won't be able to welcome the new comer. Write a note to your colleague asking him to inform the new comer about his/her work hours, important places, company's culture, responsibilities etc. (10 marks)

Question 03

- I. Assume yourself as the receptionist of Davidson Company. You received a phone call from Mr. Suranga Perera and the call is for Mr. Kamal Ranaweera. Yet Mr. Ranaweera has not reported to work on that day and you need to get the message of Mr. Perera promising that you would pass it to Mr. Ranaweera when he comes back. Write the telephone conversation between the receptionist and Mr. Suranga Perera with not less than 10 exchanges. (10 marks)
- II. Imagine yourself as the secretary of the welfare Association of your organization. You all are organizing a get together for all the employees and

their families. You take a phone call to a famous restaurant in your area and place an order for short eats and lunch packets. Write the telephone conversation between you and the sales officer of the restaurant (10 marks)

Question 04

You work for a company which sells digital printers and you receive a phone call from a prospective customer to inquire about the product and to purchase several printers for his office. Write the dialogue between you and the customer. Your dialogue must cover the following areas. (20 marks)

- Thank the customer for the interest in your product
- Say how the product is suitable for the customer's needs
- Say that you would send a catalogue, pricelist etc
- Explain how he can get hands on experience
- Offer to send samples etc.

Question 05

Ms. Ishara Herath is the manager of ABC super market, Anuradhapura. she receives a complaint over the phone from a regular customer. The customer has ordered two hundred ice cream cups for a party and made the full payment. But your delivery staff has failed to deliver them on time and got late by three hours to deliver the goods. When they received the order after three hours, they have noticed that there were only hundred and fifty ice cream cups. Dissatisfied and annoyed the customer telephones Ms. Herath and makes two complaints regarding that. Assume yourself as Ms. Herath and write the dialogue between you and the customer apologizing the customer and strategically handling the complaint to reassure the customer with a satisfactory service. (20 marks)

Question 06

Assume the fact that you are asked to come for an interview at MAS holdings Pvt Ltd for the post of Management Trainee. Write the dialogue between you and the interviewer which takes place at the interview. Ask questions covering the following areas. (20 marks)

- Educational qualifications
- Professional qualifications
- English language literacy
- IT literacy
- Strength and weaknesses
- Extra- curricular activities
- Carrier objectives/ aspirations
- Reasons to apply for a job at MAS holding etc.