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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-2015

EN 2211- Business English (FT)

Instructions for Candidates:

Answer any five (05) questions

No. of questions : 06

All questions carry equal marks.

No. of pages : 02

Time : 03 hours

Question No. 01

- (i) Mention five basic points that you could notice in a good business meeting.
(05 marks)
- (ii) Imagine that you are the President of the Staff Welfare Association of your company. You are discussing about the upcoming annual get together of the Welfare Association with the office bearers. Make a conversation between you and other office bears discussing about the date venue and the program schedule of the trip.
(15 marks)
(Total 20 Marks)

Question No. 02

- (i) Imagine that you are the Secretary of the Staff Welfare Association of your company. The annual get together of the Welfare was successfully completed last week.
Prepare the report of the annual get together which is going to be read next week.
(10 marks)
- (ii) As you are the secretary of the Staff Welfare Association, Prepare a vote of thanks which you are going to give next meeting for the cooperation made by the members for the trip.
(10 marks)
(Total 20 Marks)

Question No. 03

- (i) Mention three different types of business meetings. (06 marks)
- (ii) Suppose you are the Marketing Manager of Singer Company. You need to develop a new strategic plan to capture the interest of the customers towards a new Television model that your Company is going to introduce. Write the discussion in between you and the Sales Executives about this matter. (14 marks)
- (Total 20 Marks)**

Question No. 04

- (i) What are the features of a good advertisement? Describe one of your favourite TV advertisement with reference to good features of an effective advertisement. (10 marks)
- (ii) Imagine that you are the Marketing Manager of Cola Soft Drinks and you are asked to design a paper advertisement to be published in the weekend newspaper about Fresh Cola – A new Energy drink. (10 marks)
- (Total 20 Marks)**

Question No 05

- (i) An interview is not a mere questioning and answering session like a quiz program. It is a two way flow of information, and is done with a purpose.
List some Do's and Don'ts at an interview. (10 marks)
- (ii) Write a dialogue between an applicant and an interviewer. (There should be at least 10 chunks for each) (10 marks)
- (Total 20 Marks)**

Question No. 06.

As the president of the welfare Association of your company you are interested in purchasing a Television with DVD player for the Employees' Restroom. You have got quotations from Browns & Co (Pvt) Limited and you would like to know more details about the products. Draft a letter to the purchasing manager of the company including the following.

- Price and discounts of the Television with DVD player
 - Different brands and features
 - Transport and services & repairs after purchasing
- (Total 20 Marks)**