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## Higher National Diploma in English

### Second Year, Second Semester Examination-2015

#### EN 2211- Business English (PT)

**Instructions for Candidates:**

Answer any five (4) questions

No. of questions : 05

All questions carry equal marks.

No. of pages : 02

Time : 02 hours

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#### Question No: 01

1) List out the characteristics of a good business letter. (10 marks)

2) As the Marketing Manager of a company, write a letter to the Branch Manager Singer Sri Lanka Colombo 02 for the arrangements discussed over the phone, regarding a meeting with the sales executives. (15 marks)

**(Total Marks 25)**

#### Question No: 02

A newly opened establishment needs a sales manager. The advertisement was appeared in the Sunday Observer last week. You have enough qualification to apply for it. Write a personal resume with a covering letter. (Total Marks 25)

#### Question No: 03

You are the Sales Executive of Robert Electronic Agency. One of your customers has read your advertisement which was appeared in the Daily Newspaper. He makes some inquiries regarding the new electronic products. Prepare a telephone conversation with your customer. The following points should be included in your reply.

- Thank the customer for the interest made by him/ her in your products
- Say how the product is suitable for customer's needs
- Say that you are sending / giving a catalogue, price list, etc.
- Offer to send samples
- State the location of the distributor's showroom near his address

**(Total Marks 25)**

**Question No: 04**

Prepare a role play with a partner regarding loan facilities provided by the state or private banks.  
( the conversation should consist at least 15 utterances)

**(Total 25marks)**

**Question No: 05**

You are the Sales Manager of Abans Pvt Ltd, Vavuniya. One of your valuable customers Purchased a washing machine and a rice-cooker from your company six month back. He has made a complaint that the service after the sale is not done properly. Write an adjustment letter to the customer.

**(Total 25 marks)**