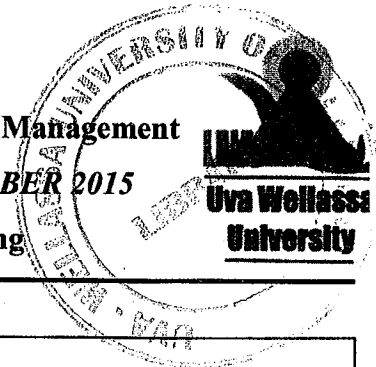


Uva Wellassa University
Faculty of Management

Degree of Bachelor of Business Management in Entrepreneurship and Management

3RD YEAR 1ST SEMESTER EXAMINATION – SEPTEMBER/OCTOBER 2015

EMG 321 -3 Business Communication and Scientific Writing



Instructions to candidates:

No. of pages : Four (04)
No. of questions : Nine (09)
Time : Three (03) Hours
Marks allocated : 100 Marks

Index No:

Answer all questions

1.1 Assume that you were not able to attend the lectures for two weeks due to medical reasons and now you are in need of getting the eligibility to sit for the end semester exam. Write a letter of request to your Dean, requesting for the eligibility. Your letter should reach the Dean through your Head of the Department and it should be copied to the relevant course coordinators. Further you have to enclose a copy of the medical certificate. (06 Marks)

1.2 Assume that you are the sales Manager of "Best Click" Company which sells cameras to people. You have received a letter of complaint from a customer regarding the technical failures of his newly bought video camera. Write a letter of adjustment to your customer. (04 Marks)

2.1 Differentiate a business letter from a memorandum. (03 Marks)

2.2 (a) Assume you are the HR Manager of "Allure Cooperation". You have planned to organize an annual trip in next month for the staff members. Inform this news to the HR staff through a memo and also request them to mention their suggestions in their reply memo. (04 Marks)

(b) Assume that you are one of the staff members of the HR Division of the "Allure Cooperation" and you receive the above memo. Write your reply memo to the HR Manager. (04 Marks)

3.1 E-mail communication is much popular in current business world. Explain the way of writing an effective e-mail. (03 Marks)

3.2 Assume you are applying for the post of Management Trainee in the "STU Company". Write an e-mail to the company applying for the post attaching your CV along with it. (04 Marks)

4.1 Describe the main purposes of Business Communication. (03 Marks)

4.2 "Businessmen who are talented in communication often have become more successful in the business world". Do you agree with this statement? Briefly explain the tips that you can follow to be a more effective business communicator. (04 Marks)

5. Build up a business conversation for the following situation including at least 05 business idioms. Make sure you underline the idioms.

You are the Marketing Manager of "Best Fragrance Corporation" which is famous for its cosmetic products. However, from a recent market survey you have found out that the popularity for your products have dropped. Take a meeting with necessary parties to discuss the matter and get marketing strategies to overcome this situation. (10 Marks)

6.1 Discuss the benefits of effective Internal Business Communication.

(05 Marks)

6.2 What are the mediums used in external Business Communication? Briefly explain. (05 Marks)

7.1 Write the meaning of following abbreviations. (2.5 Marks)

- i. ATM
- ii. IOU
- iii. RSVP
- iv. NB
- v. qty

7.2 Build up sentences to bring out the meaning of following phrasal verbs. (2.5 Marks)

- i. Call off
.....
- ii. Check out
.....
- iii. End up
.....
- iv. Give up
.....
- v. Look forward to
.....



8. The following abstract extracted from a Research Paper titled 'Determinants of loyalty and recommendation: The role of perceived service quality, emotional satisfaction and image' contains several mistakes on scientific aspects of writing. Rewrite the text correcting all the mistakes and errors to make it an accepted abstract using the knowledge gained on Business Communication and Scientific writing including all the elements of an abstract.

This study develops and tests a model for the determinants of loyalty and recommendation. The model considers three drivers – perceived service quality, emotional satisfaction and image – that are positively related to each other and positively influence loyalty and recommendation. The model tests using data from a survey of 222 Tunisian bank service customers. The hypotheses, were tested use structural equation modelling, all support. The results confirm that perceive service quality, emotional satisfaction and image key drivers of loyalty and recommendation. The research emphasize the role of emotional satisfaction and image as mediating variables between perceive service quality and loyalty/recommendation. Study also shows that a better understanding of the determinants of behavioural intentions in the banking industry occurs when affective dimensions considered cognitive ones.

(*palgrave-journals*)

(20 Marks)

9. Assume that you are working at John Keels Company Pvt. Ltd as an Executive Manager and you are required to write a business report on financial improvements to be included in the annual report of your company. Write a business report on Financial Improvements of your company allocating single paragraph for each of the following in your business report.

- a) Introduction: report, what to be included etc.
- b) Procedure: how information were collected
- c) Findings: present them in a logical order
- d) Conclusion: summarizing your findings without new points
- e) Recommendations: suggesting various ways for improvements

(20 Marks)

