

Uva Wellassa University  
Faculty of Management

Degree of Bachelor of Business Management in Entrepreneurship and Management

3<sup>rd</sup> YEAR 1<sup>st</sup> SEMESTER EXAMINATION – JUNE/JULY 2016

EMG 321 -3 Business Communications and Scientific Writing



**Instructions to candidates:**

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

Index No:

Answer all questions

- 1.1 What are the categories of Business Letters? Explain them briefly. (05 Marks)
- 1.2 Assume that the Faculty of Management students of UWU have planned to organize an Inter University Management Day Competition to be conducted in next semester and you are the University Coordinator for this. Since, this is going to be a massive event you need to get the approval and the cooperation from the Vice Chancellor. Write a detailed letter of request to the Vice Chancellor for this matter through the proper channel .Attach the proposal for the event and copy your letter to the other relevant parties. (06 Marks)
- 2.1 What is a memorandum and why has it become an important communication tool for organizations? (03 Marks)
- 2.2 Assume that you are the production manager of the “Celestial Toys” Company. You were informed by the CEO that next Saturday is a working day for the staff of the Production Department since there is an urgent order to be made by next week. Further, the staff can claim for their overtime payment for this work and transport will be provided for the particular day. In addition CEO wants everyone to attend on this day.  
Communicate this message to your staff members by a memo (05 Marks)



3. Assume that you are the HR Manager of "Swift Adds" Company. You arrange a meeting with your department staff to discuss effective and novel ways to boost company employees' motivation towards work. Build up the conversation that you had in this meeting including 05 business idioms. Make sure that you underline the idioms. (10 Marks)

4.1 Why effective business communication is vital for an organization? Discuss. (03 Marks)

4.2 What are the tips that you can employ to make a successful business presentation? (05 Marks)

5.1 "Good internal communications will help to create a 'can-do' culture and build a committed and high-performing workforce focused on achieving the goals".

Do you agree with this statement? Discuss your answer by explaining how internal communication benefits the employees. (05 Marks)

5.2 How does external communication help an organization to create a good corporate image? Discuss. (03 Marks)

6.1 Write short notes for the following. (05 Marks)

- i. Grapevine
- ii. Intercom
- iii. Diagonal communication
- iv. Press release
- v. Trade show

6.2 Describe the following business situation in your own words.

(05 Marks)



7.1 Explain the use of discourse marker in scientific writing.

(05 Marks)

7.2 Provide at least five (05) examples for each of the following categories and use two (02) of the examples under each category in sentences of your own in related to the field of management.

- a. Indicating time order
- b. Indicating sequence
- c. Providing examples
- d. Indicating contrast

(15 Marks)

8. Assume that you are the President of the Management Association of the Uva Wellassa University of Sri Lanka and you need to present a brief report on your work during previous semester at the annual congress. Write a brief report on 'Your Academic Progress' during the previous semester to be presented at the Annual Congress in about 200 words.

(10 Marks)

9. What is an Abstract? Explain briefly the features of an abstract with reference to any abstract you have read.

(15 Marks)

