

Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management and
Entrepreneurship

Year 3 Semester I Examination - December 2008

EMG 321-3 Business Communication and Scientific Writing



Index No.

Time : 3 hours
Answer all questions
Total marks : 100

Part I

01). Read this article and choose the correct answer to the questions that follow

THE TITANIC STRIKES AN ICEBERG!

Sunday night the magnificent ocean liner was plunging through a comparatively placid sea, on the surface of which there was much mushy ice and there a number of comparatively harmless-looking floes. The night was clear and stars visible. First Officer William T. Murdock was in charge of the bridge. The first intimation of the presence of the iceberg that he receives was from the lookout in the crow's nest.

Three warnings were transmitted from the crow's nest of the Titanic to the officer on the doomed steamship's bridge 15 minutes before she struck, according to Thomas Whiteley, a first saloon steward.

Whiteley, who was whipped overboard from the ship by a rope while helping to lower a life-boat, finally reported on the Carpathia aboard one of the boats that contained, he said, both the crow's nest lookouts. He heard a conversation between them, he asserted, in which they discuss the warnings give to the Titanic's bridge of the presence of the iceberg.

Whiteley did not know the names of either of the lookout men and believed that they returned to England with the majority of the surviving members of the crew.

"I heard one of them say that at 11.15 o'clock, 15 minutes before the Titanic stuck, he had reported to First Officer Murdock, on the bridge, that he fancied he saw an iceberg!" said Whiteley. "Twice after that, the lookout said, he warned Murdock that a berg was ahead. They were very indignant that no attention was paid to their warnings."

TARDY ATTENTION TO WARNING RESPONSIBLE FOR ACCIDENT

Murdock's tardy answering of a telephone call from the crow's nest is assigned by Whiteley as the cause of the disaster.

When Murdock answered the call he received the information that the iceberg was due ahead. This information was imparted just a few seconds before the crash, and had the officer promptly answered the ring of the bell it is probable that the accident could have been avoided, or at least, been reduced by the lowered speed.

The lookout saw a towering "blue berg" looming up in the sea path of the Titanic, and called the bridge on the ship's telephone. When, after the passing of those two or three fateful minutes an officer on the bridge lifted the telephone receiver from its hook to answer the lookout, it was too late.

The speeding liner, cleaving a calm sea under a star-studded sky, had reached the floating mountain of ice, which the theoretically "unsinkable" ship struck a crashing, if glancing, blow with her starboard bow.

MURDOCK PAID WITH LIFE

Had Murdock, according to the account of the tragedy given by two of the Titanic's seamen, known how imperative was that call from the lookout man, the men at the wheel of the liner might have swerved the great ship sufficiently to avoid the berg altogether. At the worst the vessel would probably have stuck the mass of ice with her stern.

Murdock, if the tale of the Titanic sailor be true, expiated his negligence by shooting himself within sight of all alleged victims huddled in life-boats or struggling in the icy seas.

When at least the danger was realized, the great ship was so close upon the berg that it was practically impossible to avoid collision with it.

VAIN TRIAL TO CLEAR BERG

The first officer did what other startled and alert commanders would have done under similar circumstances, that is he made an effort by going full speed ahead on the starboard propeller and reversing his port propeller, simultaneously throwing his helm over, to make a rapid turn and clear the berg. The maneuver was not successful. He succeeded in saving his bows from crashing into the ice-cliff, but nearly the entire length of the underbody of the great ship on the starboard side was ripped. The speed of the Titanic, estimated to be at least twenty-one knots, was so terrific that the knife-like edge of the iceberg's spur protruding under the sea cut through her like a can-opener.

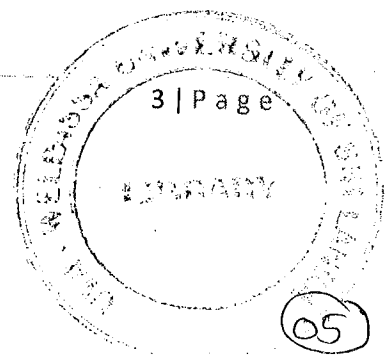
The Titanic was in 41.46 north latitude and 50.14 west longitude when she was struck, very near the spot on the wide Atlantic where the Carmania encountered a field of ice, studded with great bergs, on her voyage to New York which ended on April 14th. It was really an ice pack, due to an

unusually severe winter in the north Atlantic. No less than twenty-five bergs, some of great height, were counted.

The shock was almost imperceptible. The first officer did not apparently realize that the great ship had received her death wound, and none of the passengers had the slightest suspicion that anything more than a usual minor sea accident had happened. Hundreds who had gone to their berths and were asleep were unawakened by the vibration.

A). There is only one correct answer for each question

1. Who warned the bridge about the impending iceberg danger?
 - a. Thomas Whiteley
 - b. The lookouts in the crow's nest
 - c. First Officer William T. Murdock
2. The vessel that rescued the Titanic survivors was called the:
 - a. Carmania
 - b. Cardonia
 - c. Carpathia
3. Select the correct option:
 - a. Both lookouts survived the sinking of the Titanic
 - b. One lookout survived the sinking of the Titanic
 - c. Neither of the two lookouts survived the sinking of the Titanic
4. What did Whiteley attribute the caused of the disaster to?
 - a. A faulty steering mechanism in the ship's rudder
 - b. A faculty telephone receiver on the ship's bridge
 - c. A lack of urgency to the warning received by the ship's bridge
5. Indicate the correct statement:
 - a. The bridge answered the call from the crow's nest after a delay of 8 to 10 minutes
 - b. The bridge never answered the call from the crow's nest
 - c. The bridge answered the call from the crow's nest after a delay of 2 to 3 minutes
6. What did First Officer Murdock do to try and avoid collision with the iceberg?
 - a. Commanded full speed on the starboard propeller and reversed the port propeller
 - b. Commanded full speed on the port propeller and reversed the starboard propeller
 - c. Reversed both propellers and threw his helm over to port



7. How did First-Officer Murdoch die?
 - a. He was killed by a falling funnel
 - b. He jumped into the icy water and drowned
 - c. He shot himself

8. What was the speed of the Titanic shortly before it struck the iceberg?
 - a. 18 knots
 - b. 21 knots
 - c. 27 knots

9. What part of the Titanic sustained damage?
 - a. From the bow to the middle section of the underbelly on the starboard side
 - b. From the middle section to the stern of the underbelly on the starboard side
 - c. Nearly the entire length of the underbelly of the starboard side

10. Which statement is correct?
 - a. The shock of the collision was felt throughout the ship and all sleeping passengers were woken
 - b. No less than 25 icebergs were counted that night
 - c. None of the passengers suspected that a serious accident had occurred

(10 x 1 = 10 Marks)

Write your answer for B and C in the answer book.

- B). Based on the reading, write a report on the ship accident. (10 Marks)
- C). Write an abstract of the reading (5 Marks)

02). Work and Motivation

2a. Which words do the following sentences define?

1. To inspire, to induce, to give a reason or incentive to someone to do something is
 - a. Motivation
 - b. Promotion
 - c. Provoking

2. A person employed by someone else, working for money is an
 - a. Earner
 - b. Employee
 - c. Employer

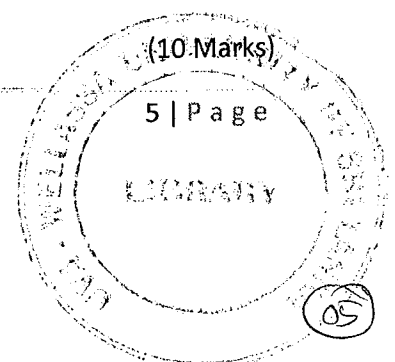
3. Relations between employers and employees, managers and workers, management and unions are
- Human relations
 - Labour relations
 - Labour unions
4. Having control of something as part of your job is
- Command
 - Power
 - Responsibility
5. Money paid (per hour or day or week) to manual workers is
- Earning
 - Salary
 - Wage
6. A fixed regular payment made by employers, usually monthly, for professional or office work is
- Earning
 - Salary
 - Wage
7. Advantages that come with a job, apart from wages or salary are
- Benefits
 - Profits
 - Supplements
8. To be raised to a higher rank or better job is
- Motivation
 - Promotion
 - Demotion
9. Knowing that there is little risk of losing one's job is
- Bureaucracy
 - Job safety
 - Job security
10. Having particular abilities, acquired by training is
- Educated
 - Skilled
 - Talented

were

Marks)

Marks)

5 Marks)



2b. Read the following paragraphs and answer the question that follows.

You may have noticed that the statements above can be separated into two groups reflecting two very different ways in employers can treat their employees. These two approaches were summarized by a well-known American theorist of the psychology of work, Douglas McGregor, who named them Theory X and Theory Y. Read the following text and then classify the statements above according to which theory they support.

Statement	1	2	3	4	5	6	7	8
Theory								

(8 Marks)

Theory X and Theory Y

In the Human side of Enterprise, Douglas McGregor outlined two opposing theories of work and work motivation. What he calls Theory X is the traditional approach to workers and working which assumes that people are lazy and dislike work, and that they have to be both threatened (for example, with losing their job) and rewarded. It assumes that most people are incapable of taking responsibility for themselves and have to be looked after. Theory Y, on the contrary, assumes that people have a psychological need to work and want achievement and responsibility.

Later theorists argued that Theory Y makes much greater demands on both workers and managers than McGregor realized. Abraham Maslow, for example, spent a year studying a Californian company that used Theory Y, and concluded that its demands for responsibility and achievement are excessive for many people. He pointed out that there are always weak and vulnerable people, with little self-discipline, who need protection against the burden of responsibility. Even strong and healthy people need the security of order and direction. Managers cannot simply substitute Theory Y for Theory X. They have to replace the security provided by Theory X with a different structured of security and certainty.

2c. Which of the following statements seem to you to be generally true?

I. According to the Theory X

1. People dislike work and avoid it if they can.
2. Work is necessary to people's psychological well-being.
3. People avoid responsibility and would rather be told what to do.
4. People are motivated mainly by money.

II. According to the Theory Y

5. Most people are far more creative and ingenious than their employers realize.
6. People are motivated by anxiety about their security.
7. People want to be interested in their work and, given the right conditions, they will enjoy it.
8. Under the right conditions, most people will accept responsibility and want to realize their own potential.

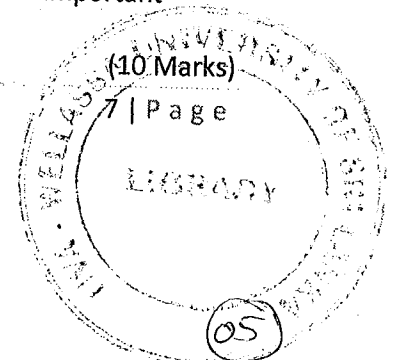
(8 Marks)

2d. Read the text again and complete the following sentences, using your own words as much as possible.

1. According to Theory X, employers have to threaten workers because
.....
.....
2. According to Theory Y, employers should give their workers responsibilities because
.....
.....
3. Maslow criticized Theory Y because
.....
.....
4. Maslow argued that even though they might want to be given responsibilities at work
.....
.....

(4 Marks)

2e. Write a short account (about 200 words) of the factors that have been or will be important for you in your choice of a job. (Use the answer book)



Part II

03). Read this paragraph on Environment pollution and write a letter to the Local Authority about the Environment pollution in Badulla. (Write the answer in the answer book)

Environment pollution

Companies should of course minimize environmental pollution – damage to the land, sea, etc. caused by their activities. They should not pollute the air with toxic emissions from chimneys or with effluent – toxic liquids that they discharge into rivers or the sea. They should dispose of waste in more acceptable ways.

Nuclear power plants are required to monitor levels of radioactivity in the air and water around them, but critics say that even minimum levels of radioactivity are unacceptable. And some pollutants are carcinogenic, causing cancer.

Governments impose stringent regulations to force companies to limit pollution.

(10 Marks)

04). David Peris company expanded its business in Badulla. They introduced new model of Three Wheelers, Motor Cycles and Chinese Cars. You are interested in buying a new model of Motorcycle and you have only 50% of the cost. Write a dialogue how you would negotiate with the Branch Manager for the rest 50% of the cost.

(Write your answer in the answer book)

(10 Marks)

05). Go through this advertisement which appeared in the 'Sunday Observer' of 23rd Nov. 2008 for the "Post of Officer". Job profile is given in the advertisement.

- a) Write a suitable cover letter for the "Post of Officer"
- b) Write an impressive Curriculum Vitae suitable for the post.

(15 Marks)



The Financial Services Academy

Education, Training and Research Arm

of the

Securities and Exchange Commission of Sri Lanka

Post of Officer

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If you possess the above requirements, and enjoy working in a challenging professional environment, send us your application with copies of certificates, together with the names and addresses of two non-related referees with their telephone numbers to reach the Securities and Exchange Commission on or before 1st December 2008. (shortlisted candidates will be informed in writing)

Please mark the "post of Officer" on the top left hand corner of the envelope and should be addressed to:

The Director General

Securities and Exchange Commission of Sri Lanka
Level 28, East Tower, World Trade Centre, Echelon Square, Colombo 01.

Tel: 94-11-2439144-8 or 2331013-6

Website: www.sec.gov.lk & www.fsalanka.lk

