

Uva Wellassa University of Sri Lanka
Faculty of Science and Technology
Department of Computer Science and Technology
200 level 2nd Semester Examination – Dec.-2017/Jan.-2018
IIT241-2 Business Communication



Instructions to candidates

Time duration: Two (02) hours

Number of questions: Four (04)

Mark allocation: 100

Answer all the questions.



1.
 - a. Briefly explain the Pros and Cons of using E-mail in business communication. (4 mark)
 - b. Briefly explain the 'types of channels' in communication. Provide examples for each.(6 mark)
 - c. Illustrate 'effective communication' in Business Communication. (7 mark)
 - d. "Written communication is more reliable than oral communication". Do you agree with this statement? Justify your answer. (8 mark)

2.
 - a. Assume you are the Senior Human Resources Manager of ABC Company PLC.
You are required to inform all the divisional heads regarding the following decisions taken in the recently summoned board meeting relating to 'Employee Appraisal Procedure'.
 - New procedure was introduced considering both individual and group sales targets. This would replace the traditional appraisal procedure which only focused on collective/group sales targets.
 - It is the divisional heads' responsibility to send duly filled Appraisal Forms (of subordinates) to the HR department on or before the date stipulated by the Head, HR.
 - New appraisal form is available at www.memo.lk.
 - Effective date of the new procedure is 12 January 2018.

Write a Memo to all divisional heads informing the above decisions. A suitable answer is likely to be of 110-140 words. (10 mark)

b. Select any one (01) of the following situations and write a letter as indicated. A suitable answer is likely to be of 150 words.

- You use the public transport system, mainly the private buses to travel. You are unhappy about the way the transport system operates in your locality. Write a letter to a responsible government authority explaining the inconvenience passengers have to face (give examples) and ask for improvements in the service. You may include your suggestions for improvements.
- Assume that you live in a rural area which is undergoing a process of development in relation to construction of a highway. You are not happy with drastic changes about to happen. Write to the responsible authority in your province explaining how the change will affect the people and the environment.
- You work for a company as a public relations officer. A customer has made a complaint about the services provided by your company. Write a reply to the customer giving reasons for the shortcoming and explaining the steps taken by you to overcome the situation.

(15 mark)

3.

a. Write an essay on any one (01) of the following topics. Use about 250 words.

- The benefits of gaining proficiency in English.
- How the internet aids communication.
- Modern communication devices discourage face to face interaction.

Your essay will be assessed on the following criteria:

- Introduction and conclusion
- Content
- Language, organization and logical presentation of ideas

(20 marks)

b. Assume you have received the 'Contract of Employment' and 'Job Description' by way of an offer letter. You have applied for a post of 'Senior Software Engineer' in a company. Write a letter of acceptance. A suitable answer is likely to be of 40-50 words.

(Note: write only the body of letter and rest of the parts in a typical letter is not required)

(5 mark)

4. Assume you are the Regional Manager of Badulla region attached to ABC Company PLC, a company into dairy products. Construct the report based on following information. A suitable answer is likely to be of 350-400 words.

- Your superior, Head of Marketing, Mr Sahan Kulathunga request you **to report on the sales performance** (Milk packets) pertaining to Badulla region.
- Request is made today.
- The following information has been provided by your subordinates.

I. The following tables depicts the sales performance of Badulla region for a period of one year as of 31 March 2017.

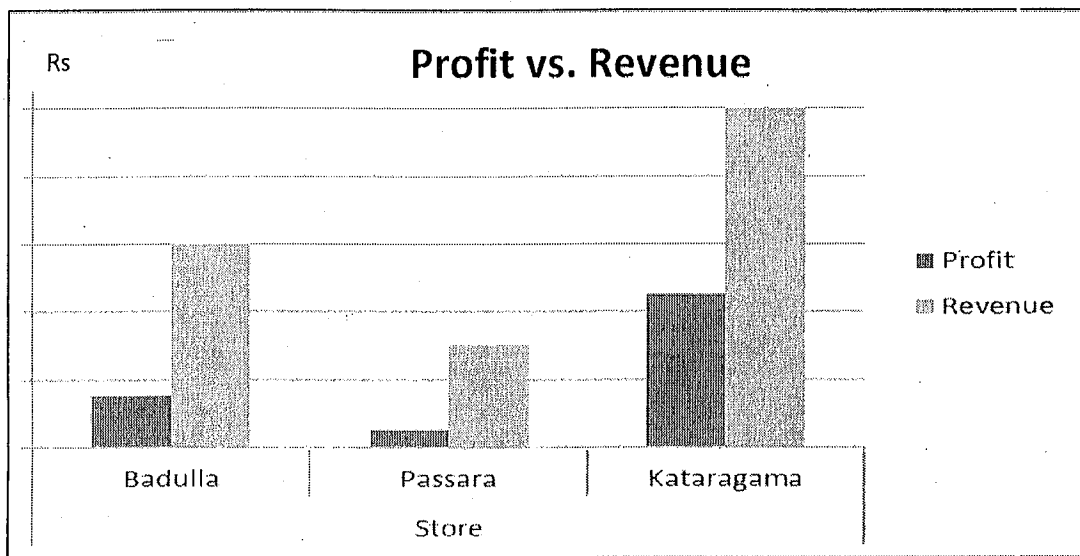


Figure 01 – Profit and Revenue as of 31 March 2017

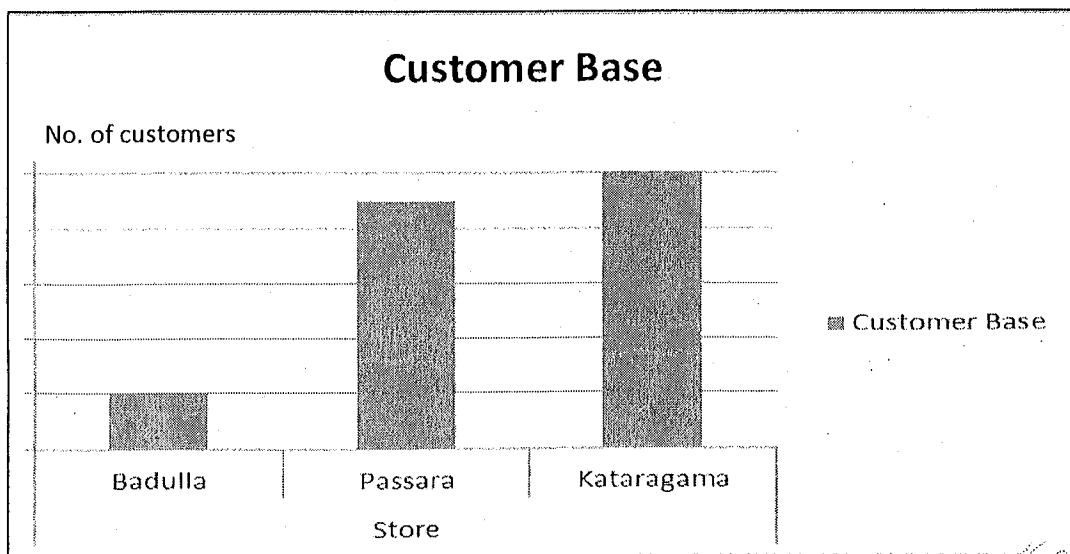
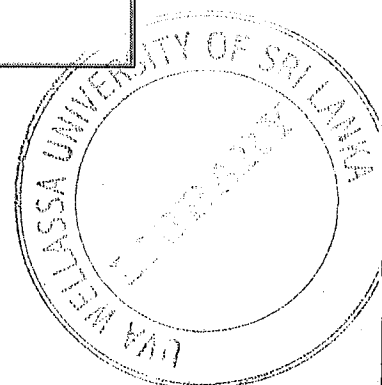


Figure 02 – Customer base as of 31 March 2017



II. Comparison of Revenue, profit and customer base with the previous year, 2016

Table 01 – Comparison of Revenue and Profit

Criteria	Growth (from 2016 to 2017)					
	In absolute terms			As a %		
	Customer base	Revenue Rs ('000')	Profit Rs ('000')	Customer base	Revenue	Profit
Badulla	65	5	6	5%	20%	18%
Passara	140	100	120	220%	110%	75%
Kataragama	135	11,000	33,000	30%	25%	30%

III. Other highlights

- Passara store has embarked on a market penetration strategy. The price of a milk packet was slashed by 20% to Rs. 280.
- Badulla has the lowest population density in contrast to other stores.
- Both Badulla and Kataragama stores are facing new entrants to the market.
- Kataragama store records the highest revenue of all time.
- Kataragama store records the highest customer base of 446 as of 31st March 2017.
- Profit margins;

Table 02 – Profit Margins

Store	Badulla	Passara	Kataragama
Profit margin %	15%	5%	45%

Hint:

- Profit margin = (Profit/Revenue) x 100%
- A market penetration strategy involves focusing on selling your existing products or services into your existing markets to gain a higher market share. One method is to offer the products at a discount.

(25 mark)