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SLIATE

SRI LANKA INSTITUTE OF ADVANCED TECHNOLOGICAL EDUCATION

(Established in the Ministry of Higher Education, vide in Act No. 29 of 1995)

Higher National Diploma in English

Second Year, Second Semester Examination-2016

EN2222- Advanced Business English I (PT/FT)

Instructions for Candidates:

Answer any five (5) questions

All questions carry equal marks.

No. of questions : 06

No. of pages : 02

Duration : 03 hours

Question 01

You are the Marketing Manager of Ceylon Biscuits Pvt Ltd. Your company is going to introduce a new variety of biscuit called "Peach Cream Biscuit", a sweet biscuit with Peach cream in the middle. Design a creative advertisement for "Peach Cream Biscuit" including the following: Price, taste, nutrient etc. (20 marks)

Question 02

Imagine yourself as the HR Manager of JKL Pvt Ltd, a leading chocolate manufacturing company of the country. Your General Manager has assigned you a duty to prepare a profile for your company. It should include (20 marks)

1. Vision
2. Mission
3. Company logo and brief description about the company
4. Products
5. Board of directors
6. Department or branches
7. Special projects

Question 03

- I. Write four advantages of using visual aids in a business document. (4 marks)
- II. Mention four types of graphs that can be used for the visual representation of data. (4 marks)
- III. The following table is about the profit levels of two companies, "Silver Brothers Incorporation" and "Samsung Apparel Pvt Ltd" from the year 2000 to 2005. Study the table and present the information in a paragraph. (12 marks)

Year	Silver Brothers Inco .(Rs)	Samsung apparel (Rs)
2000	50000	90000
2001	100000	500000
2002	400000	400000
2003	400000	300000
2004	70000	200000
2005	600000	400000

Question 4

- I. What are the three steps that involved in the process of writing reports? (3marks)
- II. You are the Marketing Manager of Hemas Pvt ltd. Your company is going to launch a new laundry soap to the market named as "Clean Light". Write a brief report on the marketing strategies to be used to make the product popular among customers.
(17 marks)

Question 5

- I. Mention 3 types of reports. (3 marks)
- II. You are an Executive Officer of ABC Pvt Ltd. Your company has introduced a new tooth paste to the market two months ago. The product is not earning the expected profits and you are asked by your manager to do a research on that. At the end of the survey, you were able to identify several factors which includes price, quality, taste, effectiveness, distribution etc. as reasons for lack of profit gaining. The Manager asked you to explain the reasons for the profit loss in a meeting. Write the conversation among yourself, Manager and the Product Manager about the reasons for the drop in sales in not less than 15 statements. (15 marks)

Question 6

- I. Mention 5 types of meetings (5 marks)
- II. You are in charge of the stores of your ATI. You have to purchase two laptop computers for the newly appointed lecturers of your institute. You go to Abans Pvt Ltd with the financial allocations issued by the Department of Finance. There are two brands which suits your budget. Write the dialogue which occurs between you and the sales officer at Abans about how to choose one laptop out of the two. Ask information based on following sections and decide which one to purchase. (20 marks)

Brand name

RAM capacity

Battery

Memory

Operating System