



PAST PAPERS

| | |
|----------------|-------------------------------|
| Faculty | Department / Section/Division |
| Not Applicable | Learning Resource Centre |

Past Papers

Faculty of Management & social Sciences
Department of Management and Business Studies

BMgt. (Hons) in Retail Marketing and Branding

(Year 1 – Semester I)

2019 - 2022

| | |
|--|---|
| Document Control & Approving Authority | Senior Director – Quality Management & Administration |
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Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

BMgt(Hons) Retail Marketing and Branding

Course CODE: COM555

Year I Semester I

SEMESTER END EXAMINATION

Accounting for Managers - BRMB 1306

- This paper consists of EIGHT questions on Twelve (12) pages.
- Answer any Four questions including Question 01
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.

Date: 2019.09.07

Pass mark: 40%

Time: 03 Hours

Question 01: (Compulsory)

USE THE GIVEN FORMAT TO ANSWER THE QUESTION

Hirusha (Pvt) Ltd is engaged in retail trade business. Following trial balance has been given as at 31st March 2019.

Trail balance as at 31.03.2019

| Description | Debit | Credit |
|--|-----------|-----------|
| | (RS 000') | (RS 000') |
| Property plant and Equipment (Net Book Value as at 01.04.2018) | 65,500 | |
| Purchases | 41,850 | |
| Fixed Investments | 22,600 | |
| Inventory as at 01st of April 2018 | 9,750 | |
| Cash and Cash Equivalents | 1,250 | |



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| | | |
|--|---------|---------|
| Administrative expenses | 7,100 | |
| Distribution expenses | 9,850 | |
| Paid Tax expenses | 1,100 | |
| Sales | | 83,000 |
| Bank Overdraft | | 2,500 |
| Allowance for Doubtful debt as at 01st of April 2018 | | 170 |
| Stated Capital (RS. 10 each) | | 45,000 |
| Retained Earnings as at 01st of April 2018 | | 5000 |
| Other reserves as at 01st of April 2018 | | 7,380 |
| Bank loan at 10% Interest | | 12,000 |
| Salaries and wages | 2200 | |
| Auditors remuneration | 610 | |
| Trade receivables and payables | 3,110 | 9870 |
| | 164,920 | 164,920 |

Following are the adjustments, should be made in the financial statements for 2018/2019 financial year.

(i) Value of Inventory as at 31st March 2019 is RS 10,500 (RS 000')

(ii) Following items are accrued as at 31st March 2019 (RS 000')

- Auditors remuneration RS 110
- Distribution expenses RS 75
- Operating Income is RS 500

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- (iii) The rent expenses worth RS 300 (RS 000') has already paid in advance as at 31st March 2019 (The value is included in administrative expenses)
- (iv) As at 01st of April 2018, Property, plant and equipment value and the accumulated depreciation information are given in the table. Allocate depreciation expenses for 2017/2018 financial year based on the following information

Table 1.01

| Explanation | Annual depreciation percentage based on cost | Cost (RS 000') | Accumulated depreciation (RS 000') | Net Book Values (RS 000') |
|------------------|--|----------------|------------------------------------|---------------------------|
| Land | | 25,500 | - | 25,500 |
| Buildings | 5% | 28,000 | 8,000 | 20,000 |
| Motor vehicles | 20% | 16,500 | 4,500 | 12,000 |
| Office Equipment | 10% | 10,000 | 2,000 | 8,000 |
| | | 80,000 | 14,500 | 65,500 |

- (v) Bad debt should be 10% from the debtors and allowance for doubtful debt for the year 2018/2019 should be 3% from the remaining debtors
- (vi) The Land has been revalued as at 01st of January 2019 to RS 35, 500 (RS 000')



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(vii) Corporate tax rate imposed by Inland Revenue Department (IRD) for the year 2018 / 2019 is 20 % per annum.

Required:

(a) Prepare Income statement for the financial year 2018/2019 (10 Marks)

(b) Prepare the balance sheet as at 31st March 2019. (10 Marks)

Note: Candidates should follow LKAS 01 / IFRS 01 / IAS 01 for the "Preparation & Presentation of Financial Statements"

Question No. 02

Following information are extracted form the Financial statements of AgStar (PLC) for the financial years 2019 and 2018

Table 2.01

| Information | 2019 | 2018 |
|-----------------------------------|---------------|---------------|
| Sales revenue | 2,097,048,737 | 3,099,884,219 |
| Cost of goods sold | 1,578,243,940 | 2,670,188,161 |
| Operating Income | 101,892,924 | 45,852,070 |
| Selling and Distribution expenses | 107,661,381 | 64,791,195 |
| Administrative expenses | 222,453,551 | 156,338,373 |
| Other Operating expenses | 10,043,000 | 77,790,527 |
| Financial Income | 81,436,575 | 3,141,875 |



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| | | |
|--|---------------|---------------|
| Financial expenses | 83,352,820 | 35,718,374 |
| Tax expenses | 67,377,383 | 44,826,637 |
| Total Noncurrent assets | 883,712,281 | 857,974,442 |
| Total Current assets | 3,628,166,550 | 3,463,832,509 |
| Total Non-Current liabilities | 77,200,366 | 30,866,279 |
| Total Current Liabilities | 2,062,752,701 | 2,103,207,563 |
| Stated capital | 1,204,093,678 | 1,204,093,678 |
| Revaluation Reserve | 172,224,464 | 166,427,570 |
| Retained earnings including this year profit | 995,607,622 | 817,211,861 |

(a) Calculate all the following financial ratios for the financial years 2019 and 2018.

- (i) Gross Profit Margin
- (ii) Operating Profit Margin
- (iii) Net Profit Margin
- (iv) Return on Assets
- (v) Return on Equity
- (vi) Debt to Equity Ratio
- (vii) Debt to total Assets ratio

(14 Marks)

(b) Comment on the financial performance of the company in 2019

(06 Marks)

Question 03

(a) The main objective of the concept of Accounting is to "Provide Information to the decision makers". Based on for whom the information is provided, accounting can be



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- divided in to two parts, Financial Accounting and Management Accounting. Clearly explain the difference between these two categories (10 Marks)
- (b) Briefly discuss about the concept of emerging accounting trends in 2019 with appropriate examples (05 Marks)
- (c) Clearly explain the characteristics of accounting information (05 Marks)

Question 04

Mr. Ranjan started a business engaged in the whole sales and retail trade of fish stocks. As at 1st of January 2019, the organization had RS 1,000,000 worth Assets (Total assets are consisted with, RS 500,000 fixed assets and RS 500,000 cash) and RS 250,000 worth liabilities. Following transactions have been occurred in the month of January 2019.

02nd Jan - Purchased a new refrigerator worth RS 90,000

03rd Jan - Mr. Ranjan has taken RS 35,000 for his personnel use

04th Jan - Purchased RS 150,000 worth fish stocks on cash

05th Jan - RS 70,000 cost worth fish stocks have been sold at RS 85,000 for cash

06th Jan - RS 50,000 cost worth fish stocks have been sold at RS 60,000 to Mr. Navin (Retailer) on credit

09th Jan - Mr. Navin has sent some fish stocks worth RS 4,000 due to quality defects.

10th Jan - Installed RS 35,000 worth CCTV camera system to mitigate the risk of frauds

12th Jan - Received Interest Income for the fixed deposit is RS 3750

21st Jan - paid salaries worth RS 15,000 to the existing worker

22nd Jan - paid interest expenses worth RS 12500 for the loans taken to upgrade the organization



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Required,

- (a) Put the transactions in to basic Accounting Equation. And briefly explain the reasons to change the equity value at the end of the month (15 Marks)
- (b) Prepare the statement of Financial Position as at 31st of January 2019 (05 Marks)

Question 05

- (a) Classify the costs based on the "Cost Behaviour" by Cleary indicating appropriate examples (08 Marks)
- (b) Following are the costs at two activity levels, given for ABC (PLC) manufacturing company.

Table 5.01

| Units | Total costs |
|-------|-------------|
| 4000 | 45,000 |
| 7000 | 54,000 |

Compute the total cost for activity level of 6000 units if the fixed cost is RS 12000

(05 Marks)

- (c) Following costs are incurred by a factory for the production of toys. Categorize the costs based on Direct costs, Factory overheads, Administrative expenses and Marketing expenses
- Costs of Plastics
 - Wages paid to the employees who are directly involved in manufacturing
 - Wages paid for the supervisors
 - Factory utilities



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- (v) Factory lease and insurance
 - (vi) Distribution cost of finished products
 - (vii) Insurance costs of toys show rooms
- (07 Marks)

Question No: 06

LEE ANN is a famous restaurant in Sri Lanka, is opened 24 hours per day and serves breakfast, lunch and dinner. Following information are given on revenue and costs.

Table 3.01

| | RS. |
|-----------------------|-----------|
| Sales Revenue | 2,000,000 |
| <u>Variable costs</u> | |
| Direct material | 600,000 |
| Direct labour | 600,000 |
| Factory Overhead | 160,000 |
| Other variable costs | 240,000 |
| Fixed costs | 200,000 |

- (a) You are required to compute,
- (i) C/S ratio
 - (ii) Breakeven point in sales
- (05 Marks)
- (b) A proposal has been made to increase the fixed costs by RS 20,000. Sales and variable costs remain unchanged. Compute the new breakeven point.
- (05 Marks)



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(c) The restaurant is also considering another proposal of modernizing its existing plant for the purpose of increasing the sales by 10%. This will need additional fixed costs of RS 50,000 with the expectation of showing the same amount variable costs. If this proposal is undertaken, compute, (Note: Ignore the scenario in part b)

(i) C/S Ratio

(ii) The breakeven point

(iii) The profit for the restaurant

(10 Marks)

Question 07

(a) "Activity Based Costing (ABC)" will be an important method of allocating overhead costs for a cost object, due to the diversity of product lines". Clearly explain how ABC will be different from other Traditional Costing methods (05 Marks)

(b) Lanka Milk Products PLC manufactures and sells Ambewela set yoghurts and Laskpray milk powder. The following information are provided in relation to the production of two products yoghurts and milk powder, for the month of August 2019



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Table 6.01

| Indirect costs (Overheads) | Value in LKR | Name of the Cost Driver | Number of cost drivers for milk powder section | Number of cost drivers for yoghurt section |
|-----------------------------------|-----------------|----------------------------|--|---|
| Quality control costs | 105,000 | Inspections | 15,000 | 8,000 |
| Process set up costs | 125,000 | Set ups | 3500 | 800 |
| Maintenance | 110,000 | Break downs | 4500 | 1500 |
| Customer order processing cost | 80,000 | No. of Customers | 7500 | 12500 |
| Electricity expenses | 220,000 | Kilo Watt Hours | 2100 | 880 |

Table 6.02

| | Milk powder | Yoghurts |
|-----------------------------------|-------------|----------|
| Direct Material cost per unit | 70 | 10 |
| Direct Labour cost per unit | 65 | 10 |
| Other Direct Expenses per unit | 35 | 05 |
| Number of products | 8000 | 15,000 |



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Additional Information

- The company policy is to add a 20% profit margin for a packet of milk powder and a 5% profit margin for a cup of yoghurt, on the total cost of a product to determine the selling price.

Required,Determine the selling price of each product under **Activity Based costing** system

(15 Marks)

Question No. 08

- (a) XYZ Ltd is planning to produce 120,000 units per period of a new product called "X".
The following standards have been set for a unit of "X".

Table 4.01

| Standard cost sheet (Per unit) | |
|--|------------|
| Direct Material "A" (1.2 Kgs at RS 100 per Kg.) | |
| Material "B" (4.7 Kgs at RS 60 per Kg) | |
| Direct labour (all three operations are undertaken for producing one unit of x. Standard rate per hour is RS 70) | |
| Operation I | 42 Minutes |
| Operation II | 37 Minutes |
| Operation III | 11 Minutes |

Actual results for the period are,

| | |
|---------------|--|
| Production | 126,000 units |
| Direct labour | Cost RS 17 Million for 215,000 clock hours |
| Material "A" | Cost RS 16.5 Million for RS. 150,000 Kg |
| Material "B" | Cost RS 36 Million for 590,000 Kg |



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Required,

- (i) Calculate Standard cost for one unit
- (ii) Calculate Labour rate variance and the efficiency variance
- (iii) Calculate Material Price variance and the usage variance
- (iv) Describe the manufacturing environment in which labour variances can provide useful information (20 Marks)

-----END OF THE QUESTION PAPER-----



Year I Semester I
SEMESTER END EXAMINATION
Marketing Management – BRMB 1304



- This paper consists of EIGHT questions on FIVE (05) pages.
- Answer FIVE questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.09.03

Pass mark: 40%

Time: 03 Hours

Question 01: (Compulsory)

Laundry soap is one of the essential products to the consumer. Hence, this has achieved an important space in the shelf of the groceries and super markets.

Sunlight, the world-famous household name was the first brand to be introduced to the Sri Lankan market by Unilever. Although the product was initially imported to Sri Lanka, later the company establishes a local manufacturing plant to satisfy the increasing demand of the local customers.

Multi-purpose nature of the Sunlight soap, it's great washing ability, as well as its gentleness towards the skin has make this brand number one choice amongst Sri Lankan housewives for decades. There are several soap categories and varieties such as laundry soap and laundry soap powder added to the Sunlight portfolio providing customers with greater choice and improved washing experience. Currently company is the market leader in the Sri Lankan laundry market owing close to 60% of the market share.

Laundry soap industry in Sri Lanka is continually being affected by variety of macro and micro factors, including social, technological, economical, legal and political factors affecting the stability and growth of the sector.



According to the article "Trends in the soap and detergent industry in Asia, except in a few countries where the soap and detergent industry is well developed, the production and consumption of soaps and detergents are low as compared with those in Western Europe and North America. But there are opportunities for future development and expansion of the industry. The course of future development, however, may differ from country to country depending on the national situation and the standard of living.

Unlike in many other markets where washing soaps have been gradually replaced by detergent powders, consumers in rural and suburban regions continue to be widely used laundry soaps for their washing needs. Consumers typically use washing soaps as well as detergent powders; soaps for daily-wear clothes and powders for special clothes and items that are difficult to wash such as bed linens and curtains. According to the research findings, in urban and sub urban areas the use of washing machine and washing powder is increasing. However, the use of soap in rural areas has not change in a considerable amount.

Sri Lankan laundry soap market consists number of laundry soap brands, but only few brands dominate the market with substantial market share. Some of those brands are, Sunlight, Wonderlight, Perlwite, Delmalight, Bar soap. Most of the consumers have brand loyalty towards the brand Sunlight as result of the first mover advantage they have being the first branded laundry soap in Sri Lanka.

The brand Sunlight has been strongly positioned in consumer mind. Sri Lankan people remember the colors, themes, jingles, locations of Sunlight Commercials well. When the sound of the jingle plays, they know that it is about Sunlight. Considerable number of consumers also use the products like Perlwite, Delmalight, and Wonder light, and some people are not brand conscious. Further, Sri Lankan has poor perception in terms of the quality of the local brands. This has also resulted for them to be loyalty to the brand Sunlight.



The above data has been based on a real-life situation, but details have been changes for assessment purposes and may not be an accurate reflection of reported news.

- a) Discuss the event or developments in the external environment affecting business of the given case scenario. (10 Marks)
- b) Prepare a SWOT for "Sunlight". (10 Marks)

Question 02

- a) There are four (04) basic concepts under which organisations design and carry out their marketing Strategies. Identify and explain these four (04) marketing concepts/ orientations with examples. (12 Marks)
- b) List three (03) main sources for developing needed data for Marketing Information System (MIS) and explain two (02) of them briefly with relevant examples. (08 Marks)

Question 03

Your organization, ABC pls, manufacture sport and fashion clothing and is in the process of developing its marketing plan. As part of this process your marketing director has asked you to produce a report that;

- a) Explain the different level of planning in an organization and importance of marketing planning for ABC pls (10 Marks)
- b) Briefly explain the structure of a marketing a plan that need to be considered when developing the marketing plan for your organization (10 Marks)



Question 04

The company you are working for is planning to expand their business to cosmetic industry. Your managers asked you to prepare a report addressing the followings;

- a) Recommend two (02) suitable bases for segmentation that might be appropriate for the cosmetic industry. (You are required to discuss both main bases and suitable sub criteria) (10 Marks)
- b) Evaluate three (03) strategic options that the company have for targeting. Recommend most suitable strategy. (10 Marks)

Question 05

You are working for business that engage apparel retailing and have been asked by your manager to produce an email to be sent to the management team, that:

- a) Explain the ways in which buyers personal and psychological factors affect their final choice on a cosmetic brand (10 Marks)
- b) Illustrates consumers buyer decision process using examples from the relevant industry. (10 Marks)

Question 06

“The firm must blend each mix tool into a comprehensive integrated marketing program that communicates and delivers the intended value to chosen customers.” Identify the seven (07) elements in the marketing mix and apply them in a context of company of your choice. Explain how the selected company could create value to its customers through the 7 P’s. (20 Marks)



Question 07

You are working in a small local business of your choice and you have been asked by the director to produce a briefing paper, that recommend steps involved in developing effective communication campaign to introduce a new product to the local market. (20 Marks)

Question 08

You work for a local manufacturer of confectionery and the company planning to enter the business of dairy production. You have been asked by the director to produce a report, that:

- a) Explain the brand elements they need to consider when developing a brand. (10 Marks)
- b) Using examples, discuss various strategic alternatives that the company can consider for brand development. Recommend a suitable strategy. (10 Marks)

-----END OF THE QUESTION PAPER-----



Year I Semester I
SEMESTER END EXAMINATION
IT for Business – BRMB 1303

- This paper consists of EIGHT questions on FIVE (05) pages.
- Answer FIVE questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.08.31

Pass mark: 40%

Time: 03 Hours

Question 01: (Compulsory)

Information is one of the most important organization assets. For an organization, information is valuable and should be appropriately protected.

- Write five (05) criteria you must use when choosing a password or setting up password guidelines. (05 Marks)
- Briefly explain the purpose of having backups of computer files. (05 Marks)
- How do you take backups? (02 Marks)
- Briefly explain the term "copyright"? (03 Marks)
- Write five (05) types of works which are protected by copyright? (05 Marks)

Question 02

- What is an operating system? Describe your answer with three (03) examples for operating systems. (06 Marks)
- Define the following terms. (04 Marks)
 - File
 - Control Panel
- Write two (02) types of file compressors. (02 Marks)
- Write the file type for following extensions. (04 Marks)
 - .txt
 - .html
 - .mp3
 - .ppt



- (e) List down four (04) main functions of an operating system? (04 Marks)

Question 03

- (a) What is a "computer virus"? (05 Marks)
- (b) How does computer virus damage to your computer? (05 Marks)
- (c) Write Two (02) types of viruses and give a brief description about those viruses. (06 Marks)
- (d) How can you identify if your computer has been attacked by a virus? (04 Marks)

Question 04

Internet is a global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols.

- (a) Consider the following web address. (04 Marks)
<http://www.libraryinfo.org>
Mention the following parts of the web address.
1. http
2. www
3. libraryinfo
4. org
- (b) What is a web browser? Write three (03) examples for web browsers. (05 Marks)
- (c) What is a search engine? Write three (03) examples for search engines. (05 Marks)
- (d) Compare the advantages and disadvantages of using emails. (06 Marks)



Question 05

- (a) What is a database? (05 Marks)
- (b) List down five (05) advantages of databases (05 Marks)
- (c) Differentiate 'Primary key' and 'Foreign key'. (05 Marks)
- (d) List down four (04) Database objects. (02 Marks)
- (e) Consider following table 'Sales'. Write a query to select the name of item where Item_id is 222. (03 Marks)

| Item_id | Item_Name | Stock | Price |
|---------|-----------------|-------|-------|
| 111 | Charger | 10 | 6000 |
| 222 | plug | 05 | 7500 |
| 333 | Air conditioner | 3 | 80000 |
| 444 | Bag | 40 | 50000 |

Question 06

- (a) Briefly describe HTML. (05 Marks)
- (b) How to use an image (size of 300 x 300) to your website. Define the code segment. Use the image name as apple and type as .jpg. (08 Marks)
- (c) What is the output of following code? (07 Marks)

```
<html>
  <body>
    <p>This is my first paragraph. </p>
    <form>
      I have a bike:
      <input type="checkbox" name="vehicle" value="Bike" />
      <br />
      I have a car:
```



```
<input type="checkbox" name="vehicle" value="Car" />
<br />
</form>

</body>
</html>
```

Question 07

- (a) Write three (03) input devices and three output devices of a computer. (06 Marks)
- (b) Briefly describe RAM and ROM. (06 Marks)
- (c) Explain the differences between "Hardware" and "Software". Give examples for each. (08 Marks)

Question 08

Write the formulas for bellow questions. These questions are based on the excel sheet in next page.

- (a) How do you find total amount of all Items? (05 Marks)
- (b) Calculate the total amount of item 1. (05 Marks)
- (c) How many items are in the list? (05 Marks)
- (d) What is the average amount for all items (05 Marks)



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| | A | B | C | D |
|----|-------------------|---------------------|---------------|---------------|
| 1 | ABC | | | |
| 2 | Order Item | Sales_Person | Amount | Profit |
| 3 | 1 | Buxton | 400 | |
| 4 | 1 | Laura | 500 | |
| 5 | 1 | Sally | 512 | |
| 6 | 1 | Alex | 595 | |
| 7 | 1 | Mark | 488 | |
| 8 | 2 | Buxton | 498 | |
| 9 | 2 | Laura | 489 | |
| 10 | 2 | Peter | 532 | |
| 11 | 2 | Alex | 450 | |
| 12 | 2 | Mark | 500 | |
| 13 | 3 | Buxton | 512 | |
| 14 | 3 | Melly | 595 | |
| 15 | 3 | Peter | 488 | |
| 16 | 3 | Alex | 498 | |
| 17 | 3 | Mark | 489 | |
| 18 | 4 | Buxton | 532 | |
| 19 | 4 | Laura | 498 | |
| 20 | 4 | Peter | 489 | |
| 21 | 4 | David | 532 | |
| 22 | 4 | Mark | 450 | |
| 23 | 5 | Buxton | 500 | |
| 24 | 5 | Laura | 512 | |
| 25 | 5 | David | 595 | |
| 26 | 5 | Alex | 488 | |
| 27 | 6 | Mark | 500 | |

-----END OF THE QUESTION PAPER-----

library

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Faculty of Management, Humanities and Social Sciences

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Year I Semester I

SEMESTER END EXAMINATION

Mathematics for Business – BRMBI302

- This paper consists of EIGHT questions on NINE (09) pages.
- Answer FIVE (05) questions including question 01.
- Calculators are NOT allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.08.29

Pass mark: 40%

Time: 03 Hours

Question 01 (Compulsary)

1. Solution of a quadratic equation $x^2 + 5x - 6 = 0$

(A) $x = -1, x = 6$

(B) $x = 1, x = -6$

(C) $x = 6$

(D) $x = 1$

2. $x^2 + 4x + 4$ is

(A) A polynomial

(B) an equation

(C) an identity

(D) all of the above

3. Which of the following are polynomial functions?

(A) $f(x) = \frac{3x^5 - 6x^2}{5x}$

(B) $f(x) = 0.5x^6 + 1.2x^{-3} + 7x + 2.5$



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(C) $f(x) = (5x^2 + 2x)^3 - \frac{1}{2}x^4$

(D) $f(x) = (1 + \sqrt{x}) - (1 - \sqrt{x})^2$

4. Degree of a polynomial is the

(A) largest coefficients of x

(B) smallest coefficient of x

(C) lowest power of x

(D) highest power of x

5. Which of the following is the derivative of $f(x) = \sqrt[3]{x}$?

(A) $f'(x) = \sqrt[3]{1}$.

(B) $f'(x) = \frac{3}{4}\sqrt[3]{x^4}$.

(C) $f'(x) = \frac{2}{3}\sqrt[3]{x^2}$.

(D) $f'(x) = \frac{1}{3\sqrt[3]{x^2}}$.

6. Which of the following is the second derivative of $f(x) = 4x^3 - 11x^2 - 14x + 19$?

(A) $f''(x) = 12x^2 - 22x - 14$.

(B) $f''(x) = 12x - 22$.

(C) $f''(x) = 12x - 22$.

(D) $f''(x) = 4x - 11$.



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7. Which of the following is the indefinite integral of $x^2 + 7$?

(A) $\int (x^2 + 7) dx = 2x + c.$

(B) $\int (x^2 + 7) dx = x^3 + 7x.$

(C) $\int (x^2 + 7) dx = \frac{1}{2}x^3 + 7x.$

(D) $\int (x^2 + 7) dx = \frac{1}{3}x^3 + 7x + c.$

8. Which of the following correctly evaluates the definite integral $\int_1^3 (x^2 + 3x + 2) dx$?

(A) $74/3$

(B) $97/3$

(C) $110/3$

(D) 4

9. Which of the following correctly evaluates the definite

integral $\int_1^2 (x^{-2} + 2x^{-3}) dx$?

(A) $-11/4$

(B) $5/4$

(C) $4/3$

(D) $11/8$



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10. What is the solution of $(1/2a^2+1/2a+1/2)+(1/2a^2+a/2)$

(A) $2/4a^2+1/2a+1/2$

(B) $a^2+1/2a$

(C) $a^2+a+1/2$

(D) $1/2a^2+1/2a+1/2$

11. What is the solution of $(6x^2-5x) - (4x^2-3x-4)$

(A) $-4y^2+y-4$

(B) $10y^2+y-4$

(C) $10y^2+y+12$

(D) $10y^2-y-4$

12. What is the solution of $(4x + 2)(6x^2 - x + 2)$

(A) $24x^3+ 8x^2+ 6x+4$

(B) $24x^2+ 8x^3+ 6x+4$

(C) $22x^2- 8x - 64$

(D) $48x^2+ 4x - 4$

13. What is the solution of $(x^2 + 6x - 4)(2x - 4)$

(A) $2x^3+ 8x^2- 32x + 18$

(B) $2x^3+ 8x^2- 32x + 16$

(C) $2x^3+ 8x^2+ 6x+4$

(D) $24x^3+ 8x^2+ 6x+8$



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14. Which of the following is the second derivative of $f(x) = -2x^4 + 3x^{-2} + 9$?

(A) $f''(x) = -24x^2 - 18x^{-4}$.

(B) $f''(x) = -8x^3 - 6x^{-3}$.

(C) $f''(x) = -24x^2 + 18x^{-4}$.

(D) $f''(x) = -24x^2 + 18x^{-4}$.

15. Which of the following is not a property of an exponential function?

(A) The graph passes through the point (0,1)

(B) The graph is decreasing

(C) The graph is continuous

(D) The domain is all real numbers

(20 Marks)

Question 02

(a) Evaluate followings

(i) $(729)^{\frac{1}{6}}$

(02 Marks)

(ii) $\left((-125)^{\frac{2}{3}}\right)$

(02 Marks)

(b) Factorise $3x^2 - 3$ completely. Hence simplify $\frac{x^2 - 5x + 4}{3x^2 - 3}$

(03 Marks)

(c) Simplify followings

(i) $(2X^3 - 6x - 3)(5X^4 + 2X^2)$

(03 Marks)

(ii) $(4X^6 - 2X + 1) + (3X^3 + 7X - 4) - (-3X^6 - 2X + 7)$

(03 Marks)



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(d) Factorise Completely

(i) $28X^2 - 19X - 20$

(02 Marks)

(ii) $6X^2 - X - 2$

(01 Mark)

(e) Divide $2X^4 - 9X^3 + 13X^2 - 17X + 15$ by $(X-3)$

(04 Marks)

Question 03

(a) Integrate the following functions

(i) $\int X^{-3/2} dx$

(02 Marks)

(ii) $\int \sqrt{x} dx$

(02 Marks)

(iii) $\int (2X^5 - 3X^5 + X^{-1}) dx$

(02 Marks)

(iv) $\int e^{-2.5x} dx$

(02 Marks)

(v) $\int \sin(2x + 3) dx$

(02 Marks)

(b) Use integration by parts to find the Integral of $\int x * e^x dx$. Hence find the integral of $\int x^2 * e^x dx$

(10 Marks)

Question 04

(a) Write the properties of exponential function

(05 Marks)

(b) Draw $y = 3^x$ and $y = \frac{1}{3}^x$ curves on the same graph paper and show above properties on the graphs.

(15 Marks)



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Question 05

Differentiate Followings

(a) $Y = x^{5/2} + 5X^{7/3} + 9$ (03 Marks)

(b) $Y = -4 X^4(- 2X^2+9X)$ (03 Marks)

(c) $Y = (x^2 + 9X)(x^3+5)$ (03 Marks)

(d) $Y = \frac{(3x+5)}{(2x^2+3)}$ (03 Marks)

(e) Use chain rule to differentiate followings

(i) $\text{Sin}^3(3x - 2)$ (04 Marks)

(ii) $(5x - 2)^{\frac{1}{2}}$ (04 Marks)

Question 06

(a) Given $Y = (3X^2 - 7X)/ 5X^6$
 (i) Find the derivative directly using Quotient rule. (04 Marks)

(ii) Simplify the original function by multiplication and then find the derivative. (04 Marks)

(iii) Compare the derivatives in 'Part i' and 'ii' (01 Marks)

(b) For each of the following functions find the second - order derivative and third - order derivative. Evaluate them at $X = 2$

(i) $Y = - 2X^6 + 3 X^3 - 5$ (02 Marks)

(ii) $Y = X^5 - 5 X^3 + X^2$ (02 Marks)

(c) Find the derivative,

(i) $y = \frac{3x(2x - e^x)}{(3x - 2)}$ (03 Marks)



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- (ii) Show that derivative of $y = \sin x / \cos x$ is equal to $\sec^2 x$, using quotient rule (Hint: $\sin^2 x + \cos^2 x = 1$) (04 Marks)

Question 07

- (a) Solve following quadratic equations using the quadratic formula (03 Marks)

(i) $(2x - 3)^2 = 2x$

- (b) Sketch the curve $y = x^2 - 6x + 19$. Use the range $[-1, 7]$, On your sketch give the coordinates of the turning point (10 Marks)

- (c) $\int \frac{2x}{e^{2x}} dx$ (04 Marks)

- (d) Given the rate of net investment is $I = 9t^{\frac{1}{2}}$. Find the capital formation K in, 8

years {Hint: $K = \int_a^b I dt$ } (03 Marks)

Question 08

- (a) Find the Value of "t"

$$\text{Determinant of } A = \begin{bmatrix} 2t^2 & t \\ 4t - 4 & (t - 1) \end{bmatrix} = 0$$

(05 Marks)

(b) Let $A = \begin{pmatrix} 1 & 1 \\ 1 & 0 \end{pmatrix}$, $B = \begin{pmatrix} 1 & 1 \\ 1 & 0 \end{pmatrix}$, $C = \begin{pmatrix} 0 & 1 \\ 1 & 0 \end{pmatrix}$

- (i) Show that $(AB)^T = B^T A^T$
 (ii) Use A and C matrices to show that matrix multiplication is not Commutative

(10 Marks)



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(c) Suppose $A = \begin{pmatrix} 2 & 1 \\ 1 & 0 \end{pmatrix}$ (Where $K_1, K_2 \in [\mathbb{R}]$)

Show that $(K_1 + K_2) A = K_1 A + K_2 A$

(05 Marks)

-----END OF THE QUESTION PAPER-----



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Question 04

- a) Identify and briefly explain the two (02) main elements of the external environment. (05 Marks)
- b) Explain the impact of the below forces for a business organization with examples; (15 Marks)
- i. Customers
 - ii. Economic forces
 - iii. Social-cultural forces.

Question 05

- a) Why should managers plan? Explain minimum of two (02) reasons. (04 Marks)
- b) Distinguish between "Vision" and "Mission" (06 Marks)
- c) Well-stated objectives are SMART". Explain the statement using examples. (10 Marks)

Question 06

Being effective in decision making is something that managers obviously want. Describe the decision-making process using an example of your choice. (20 Marks)

Question 07

- a) Discuss the learnings under one (01) early motivation theory using examples. (10 Marks)
- b) Contemporary theories of motivation provide current explanations of employee motivation. Explain learnings under such theory using example/s. (10 Marks)

Question 08

- a) Explain the concept "controlling"? (05 Marks)
- b) What are the steps involved in the process of controlling? Discuss each step using examples. (15 Marks)

-----END OF THE QUESTION PAPER-----



Year I Semester I
SEMESTER END EXAMINATION
Principles of Management – BRMB 1305

- This paper consists of EIGHT questions on Two (02) pages.
- Answer FIVE questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2019.09.05

Pass mark: 40%

Time: 03 Hours

Question 01: (Compulsory)

- a) Explain the nature and the purpose of organizing? (07 Marks)
- b) List six (06) key elements of organizational structure and explain three (03) out of them. (13 Marks)

Question 02

- a) Identify and briefly explain four (04) roles a manager adopts to perform the basic functions of management (08 Marks)
- b) Explain four (04) barriers to effective interpersonal communication (12 Marks)

Question 03

- a) First studies of management commonly referred as the classical approach to management. Discuss one (01) major contributions under classical approaches to management. (08 Marks)
- b) Explain one (01) contemporary management perspectives and discuss its relevance to modern day. (12 Marks)



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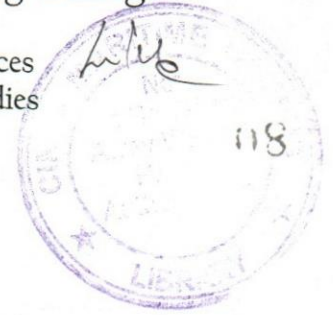
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Year I Semester I SEMESTER END EXAMINATION Accounting for Managers – BRMB 1306

- This paper consists of EIGHT (08) questions on EIGHT (08) pages.
- Answer FIVE (05) questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2018.08.10

Pass mark: 40%

Time: 03 Hours

Question 01: (Compulsory)

USE THE GIVEN FORMAT TO ANSWER THE QUESTION

Browns (PLC) is a fully Sri Lankan owned company, engaging in importing health care products and selling in the local market. Following information are extracted from the finance department of Browns (PLC)

Trail balance as at 31.03.2018

| Description | Debit | Credit |
|---|-----------|-----------|
| | (RS 000') | (RS 000') |
| Purchases | 80,000 | |
| Sales | | 167,000 |
| Carriage Inwards | 1,000 | |
| Dividend Income | | 3,450 |
| Telephone charges | 8,500 | |
| Trade Payables | | 11,800 |
| Electricity Expenses | 2,500 | |
| Insurance Expenses | 750 | |
| Return Inwards | 2,000 | |
| Return Outwards | | 7,000 |
| Discounts Given | 800 | |
| Bank Loan (@ 10% Interest) | | 55,000 |
| Rent Expenses | 2,500 | |
| Stated Capital (RS. 10 each) | | 159,500 |
| Retained Earnings | | 500 |
| Cash & Bank | 11,700 | |
| Repair and maintenance | 18,000 | |
| Property, Plant & Equipment at cost (As at 01.04.2017) | | |
| Land | 150,000 | |



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| | | |
|--|----------------|----------------|
| Motor Vehicles | 50,000 | |
| Buildings | 70,000 | |
| Inventory as at 01st of April 2017 | 10,000 | |
| Auditors Remuneration | 2,000 | |
| Utility Expenses | 250 | |
| Trade Receivables | 7,000 | |
| Stationary Expenses | 1,700 | |
| Salaries and Wages | 16,000 | |
| Interest Expenses | 5,000 | |
| Shipping charges | 1,000 | |
| Accumulated Depreciation of PPE as at 01st of April 2017 | | |
| Buildings | | 30,000 |
| Motor Vehicles | | 11,250 |
| Allowance for Doubtful debt as at 01st of April 2017 | | 100 |
| Tax Paid | 4,900 | |
| Total | 445,600 | 445,600 |

Following are the adjustments which should be made in the financial statements for 2017/2018 financial year.

- (i) Inventory as at 31/03/2018 amounting to RS 15 Million
- (ii) Following expenses are accrued as at 31st March 2018
 - Telephone Charges RS 500,000
 - Rent Expenses RS 250,000
- (iii) Following expenses are paid in advance as at 31st March 2018
 - Auditors' Remuneration RS 500,000
 - Insurance Expenses RS 100,000
- (iv) For 2017 / 2018 depreciation expenses should be charged **on cost** as follows
 - Buildings - 10 % per annum
 - Motor vehicles- 7.5% per annum
- (v) Bad debt should be 10% from the debtors and allowance for doubtful debt for the year 2017/2018 should be 3% from the remaining debtors
- (vi) The Land has been revalued as at 01st of January 2018 to RS 120 Million



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(vii) Corporate tax rate imposed by Inland Revenue Department (IRD) for the year 2017 / 2018 is 20 % per annum.

Required:

- (a) Prepare Income statement for the financial year 2016/2017 (10 Marks)
(b) Prepare the balance sheet as at 31st March 2017. (10 Marks)

Note: Candidates should follow LKAS 01 / IFRS 01 / IAS 01 for the "Preparation & Presentation of Financial Statements"

Question 02

Following information are extracted form the books of Confidence Co. Ltd.

Table 2.01

| Information for the Year ended 31 st March 2018 | RS. |
|--|-----------|
| Sales revenue | 1,000,000 |
| Cost of goods sold | 350,000 |
| Operating Income | 50,000 |
| Operating expenses | 125,000 |
| Interest expenses on debentures (@ 10%) | 75,000 |
| Tax expenses | 35,000 |
| Total Assets | 7,500,000 |
| Non-Current Liabilities | 2,000,000 |
| Current assets | 1,500,000 |
| Current Liabilities | 1,000,000 |
| Inventory | 500,000 |

Following are ratios for Confidence Co. Ltd for the year ended 31st March 2017

Table 2.02

| Ratio | 2017 | 2018 |
|-----------------------------|------|-------|
| Gross Profit Margin (%) | 38% | |
| Operating Profit Margin (%) | 50% | |
| Net Profit Margin (%) | 50% | |
| Current Ratio | 1.5 | |
| Quick Ratio | 0.9 | |



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| | | |
|------------------|----|-------|
| Return on Assets | 6% | |
| Return on Equity | 9% | |

- (a) Calculate all the above ratios for the year ended 31st March 2018, based on the information given (14 Marks)
- (b) Comment on the financial performance of the company (06 Marks)

Question 03

- (a) "The ultimate aim of a Business Organization is enhancing the value of the business". Clearly explain the contribution of "Accounting" for achieving the aim of them (05 Marks)
- (b) Briefly discuss the importance of Basic Accounting concepts for enhancing the quality of information provided by the organization to its stake holders. (05 Marks)
- (c) "The annual reports of companies are disclosing quantitative information as well as qualitative information with the purpose of making their stake holders much more aware on the performance". Clearly explain the importance of qualitative information with appropriate examples. (05 Marks)
- (d) Clearly discuss the differences between financial accounting and management accounting, with appropriate examples. (05 Marks)

Question 04

Ms. Marie started a business on manufacturing and selling clothing bags. As at 1st of June 2018, the organization had RS 750,000 worth Assets and RS 250,000 worth liabilities. Following transactions have been occurred in the month of June 2018.

02nd June - Purchased a new machine worth RS 50,000

03rd June - Ms. Marie has taken RS 35,000 for her personnel use

04th June - Purchased Raw materials required for preparing clothes worth RS 45,000 for cash

05th June - RS 40,000 cost worth finished goods inventory have been sold at RS 55,000 for cash

06th June - RS 50,000 cost worth finished goods inventory have been sold at RS 65,000 to Mr. Navin (Retailer) on credit

09th June - Mr. Navin has sent some bags worth RS 4,000 due to quality defects.

10th June - Purchased raw materials worth RS 12,000 from Ms. Radha on credit.

12th June - Rs 2,500 worth materials have been sent to Ms. Radha due to mismatch of material colour.



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21st June - paid salaries worth RS 15,000

22nd June - paid interest expenses worth RS 1,500

Required,

- (a) Put the transactions in to basic Accounting Equation. And briefly explain the reasons to change the equity value at the end of the month (15 Marks)
- (b) Briefly explain the main objectives of "Accounting" (05 Marks)

Question 05

- (a) Classify the costs based on the objective of "calculating profit" by indicating an appropriate example. (08 Marks)
- (b) Following are the costs at two activity levels, given for ABC (PLC) manufacturing company.

Table 5.01

| Units | Total costs |
|-------|-------------|
| 4000 | 45,000 |
| 7000 | 54,000 |

Compute the total cost for activity level of 6000 units if the fixed cost is RS 12000

(05 Marks)

- (c) Following costs are incurred by a factory for the production of leather pockets. Categorize the costs based on Cost behavior (Fixed, variable, semi variable, step fixed)
- (i) Cost of leather
 - (ii) Monthly rent of the existing factory
 - (iii) Electricity expenses
 - (iv) Payments for sales operators (commission are paid based on promotions)
 - (v) Telephone expenses
 - (vi) Depreciation of existing machines (Under straight line method)
 - (vii) Factory Insurance

(07 Marks)

Question 06

Cadbury (Pvt) Ltd is a producer and retailer of chocolates. They are an established business and have been trading for 15 years and have a large factory in London. They have 10 retail outlets around United Kingdom



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Cost, revenue and profits for Cadbury - 2017

Table 6.01

| | Value in £ s |
|----------------|--------------|
| Sales Revenue | 10,000,000 |
| Fixed Costs | 4,230,000 |
| Variable Costs | 4,000,000 |
| Total Costs | 8,250,000 |
| Profit | 1,750,000 |

They currently sell 2,000,000 chocolates per year at an average price of £ 5.00 per chocolate.

Required,

- (i) How many products does the business have to sell to break even in 2017? (05 Marks)

By using the graph paper provided,

- (ii) Label the breakeven point (05 Marks)
- (iii) Mark the margin of safety (02 Marks)
- (iv) If sales for 2018 will be 2,500,000 units, what level of profit would Cadbury earn? [Assume that fixed costs, variable costs per unit and average selling price are unchanged.] (05 Marks)
- (v) Evaluate why the management of Cadbury would use break even analysis. (03 Marks)

Question 07

- (a) "Activity Based Costing (ABC)" will be an important method of allocating overhead costs for a cost object, due to the diversity of product lines". Clearly explain how ABC will be different from other Traditional Costing methods (05 Marks)
- (b) NKY PLC manufactures and sells smart phones. The following information are provided in relation to the production of two new smart phones, NKY 9 and NKY 9+. Following information are provided for the month of June 2018



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Table 7.01

| Indirect costs | Value in LKR | Name of the Cost Driver | Number of cost drivers for NKY 9 section | Number of cost drivers for NKY 9+ section |
|--------------------------------|--------------|-------------------------|--|---|
| Quality control costs | 90,000 | Inspections | 10 | 15 |
| Process set up costs | 135,000 | Set ups | 08 | 10 |
| Maintenance | 100,000 | Break downs | 05 | 06 |
| Customer order processing cost | 120,000 | Customers | 200 | 300 |
| Occupancy costs | 120,000 | Machine hours | 150 | 200 |

Table 7.02

| | NKY 9 | NKY 9+ |
|--|-------|--------|
| Direct Material cost per smart phone (RS) | 8,000 | 12,000 |
| Direct labour cost per smart phone (RS) | 7,500 | 8,000 |
| Other Direct Expenses per smart phone (RS) | 4,500 | 5,500 |
| Number of products | 200 | 310 |

Additional Information

- The company policy is to add a 20% profit margin on the total cost of a product to determine the selling price.

Required,

- (i) Determine the selling price of each product under **Activity Based costing** system (15 Marks)

Question 08

The RH PLC is a single product company that uses standard costing system to control its costs. The standard and actual costs data for the most recent month to produce one unit of product is given below:



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Table 8.01

| | Standard cost | Actual cost |
|---|-----------------|-----------------|
| Direct Material | | |
| Standard: 4Kg at RS 7.20Kg | RS 28.80 | |
| Actual: 4.4Kgs at RS 6.70 per Kg | | RS 29.48 |
| Direct Labour | | |
| Standard: 1.6 hours at RS 9.00 per hour | RS 14.4 | |
| Actual: 1.4 Hours at RS 9.70 per hour | | RS 13.58 |
| Variable Manufacturing Overheads | | |
| Standard: 1.6 Hours at RS 3.60 per Hour | RS 5.76 | |
| Actual: 1.4 Hours at RS 4.30 Per Hour | | RS 6.02 |
| Total Cost Per Unit | RS 48.96 | RS 49.08 |

During the most recent month, 4,800 units of products were actually produced.

Required:

- (a) Compute direct materials price and quantity variances. (05 Marks)
- (b) Compute direct labor rate and efficiency variances. (05 Marks)
- (c) Compute variable manufacturing overhead expenditure and efficiency variances. (05 Marks)
- (d) Briefly explain the importance standard costing and variance analysis for an organization (05 Marks)

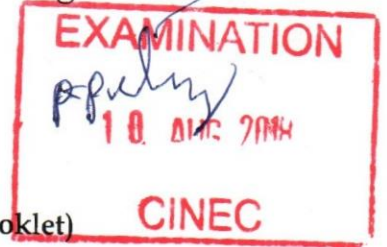
-----END OF THE QUESTION PAPER-----



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Use the following format for Question 01 (Attach this to the answer booklet)

Index Number:

..... Company

Income Statement

For the year ended 31st March 2018

| | Notes | RS. | RS. |
|-----------------------------------|-------|-----|-----|
| Sales | | | |
| Cost of Goods Sold | | | |
| Gross Profit | | | |
| Other income | | | |
| Distribution expenses | | | |
| Administrative expenses | | | |
| Other expenses | | | |
| Financial Expenses | | | |
| Profit before tax | | | |
| Income tax | | | |
| Profit for the year | | | |
| Other Comprehensive Income | | | |
| Total Comprehensive Income | | | |



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..... Company

Statement of Financial Position

As at 31st March 2018

| Assets | Notes | RS. | RS. |
|-------------------------------|-------|-----|-----|
| Non-Current Assets | | | |
| Property plant and equipment | | | |
| Current Assets | | | |
| Total Assets | | | |
| <u>Equity and Liabilities</u> | | | |
| Equity | | | |



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| | | | |
|------------------------------|--|--|--|
| Noncurrent Liabilities | | | |
| Current liabilities | | | |
| Total Equity and Liabilities | | | |



Year I Semester I
SEMESTER END EXAMINATION
Marketing Management – BRMB 1304

- This paper consists of EIGHT (08) questions on FOUR (04) pages.
- Answer FIVE questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2018.08.08

Pass mark: 40%

Time: 03 Hours

Question 01: (Compulsory)

Bembridge Airport

Bembridge Airport is on the eastern end of the Isle of Wight, a small island located off the south coast of England near the large towns of Portsmouth and Southampton. The Isle of Wight has been designated an Area of Outstanding Natural Beauty. It has agricultural and tourism industries, but tourism is its main business activity.

Bembridge Airport's Importance to the Island's Economy

Bembridge Airport is one of two airfields functioning on the island, the other being a grass airstrip at nearby Sandown. Bembridge has a tarmac runway, but this is not large enough to handle commercial passenger aircraft, so the airport's main trade comes from light aircraft. The airfield also has a gliding club on its south side and offers facilities for groups of pilots. Pilots fly into Bembridge to sample the local seafood, enjoy walks along the cliffs, and to see the island from the air. Relatively few pilots stay overnight, but the airfield can accommodate visiting aircraft and provide parking space if necessary.

In common with other small airfields, Bembridge has a wide variety of different enterprises on-site. It has a cafe (which is popular with non-flying visitors as well as pilots), it offers hangar space for private aircraft, and it encourages private pilots to fly in to visit the picturesque island itself. Fuel sales offer another source of revenue. Bembridge also promotes local events such as the Isle of Wight Festival.

Local Competition

Competition can be strong, with pilots having a lot of choices of where to fly to, and even though the cost of the flight might run into hundreds of pounds, a five-pound difference in the landing fee might be enough to make a pilot choose another airfield.



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Rival airfield Sandown represents direct competition. Sandown has a grass runway and can therefore be adversely affected by heavy rain. It also has fewer facilities, especially after a disastrous fire destroyed its restaurant and clubroom in 2007. However, Sandown hosts the annual Spamfield Fly-in for microlight aircraft, a major event in the UK aviation calendar. Microlights are cheap to buy and operate, so the sport attracts many people with relatively low incomes. Spamfield charges around £10 per aircraft to land, so Bembridge competes by charging microlights only £7.50. Larger aircraft pay progressively greater amounts, but fees remain relatively low.

Sources of Potential Problems

People living near airfields often complain about the noise from aircraft, and some airfields have been forced to close because of this. Flying is seasonal and extremely weather-dependent. Bad weather means that there will be no visiting aircraft, consequently no landing fees and few people using the restaurant. Civil Aviation safety regulations are often onerous. Despite this, Bembridge still manages to be a popular and successful destination.

The above data has been based on a real-life situation, but details have been changed for assessment purposes and may not be an accurate reflection of reported news.

Source – CIM Past papers – Marketing Essentials – March 2011

- a) Explain the importance to Bembridge Airport of analyzing external environment. (04 Marks)
- b) Discuss TWO strengths and TWO weakness of Bembridge Airport can build upon and TWO opportunities and TWO threats arising from its external environment. (16 Marks)

Question 02

Working within a national hotel chain, you have been asked to produce a report which will be circulated to the managers of each hotel in your chain. Using examples from the hotel industry, your report should:

- a) Explain the importance of the marketing planning process (05 Marks)
- b) Explain the stages of the marketing planning process using a suitable framework (15 Marks)



Question 03

You are working in an SME (small or medium sized enterprise) that sells computer consumables, such as printer ink, memory sticks (USB flash drives), software and paper. As a Marketing Assistant and you have been asked by the Marketing Manager to produce a report for the Marketing Director, that:

- a) Identify three main sources for developing needed data for Marketing Information System (MIS) and explain them briefly with relevant examples. (09 Marks)
- b) Differentiate primary and secondary data sources in marketing research (02 Marks)
- c) Explain three sampling plan decisions (09 Marks)

Question 04

The company you are working for is wishing to enter holiday business. Instead of scattering the company marketing efforts, the management want to identify the parts of the market they can serve best and most profitably. Your managers asked you to prepare a report addressing the followings;

- a) Recommend three suitable bases for segmentation that might be appropriate for the holiday business. (You are required to discuss both main bases and suitable sub criteria) (10 Marks)
- b) Evaluate three strategic options that the company have for targeting. (10 Marks)

Question 05

You work for a restaurant based in a large city and have been asked by your manager to produce an email to be sent to the management team, that:

- a) Explain the ways in which buyers psychological and cultural factors affect their final choice on a restaurant (10 Marks)
- b) Illustrates consumers buyer decision process using examples from the relevant industry. (10 Marks)



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Question 06

You work in the marketing department of a large car manufacturing company. You have been asked by your manager to provide a briefing paper for all the other department managers, that:

- a) Identifies each stage of the new product development (NPD) process within the car manufacturing industry (10 Marks)
- b) Discuss TWO strategies that the company could adopt for pricing their new product. (10 Marks)

Question 07

You are working in a small local business in manufacturing consumer durables and you have been asked by the director to produce a briefing paper for a number of different managers, that:

- a) Recommends FOUR marketing communication tools that the organization could use to maintain its competitive position in the market (12 Marks)
- b) Recommend two suitable distribution strategies to the business. (08 Marks)

Question 08

You are working for business that engage in manufacturing and selling FMCG products and you have been asked by the director to produce a report, that:

- a) Explain the role of branding and qualities that should be considered when selecting a brand name. (08 Marks)
- b) Using examples, discuss various strategic alternatives that the company can consider for brand development. (12 Marks)

-----END OF THE QUESTION PAPER-----



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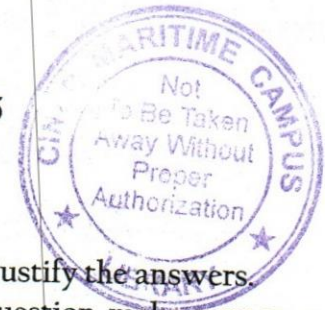
Department of Management and Business Studies

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018

Year I Semester I SEMESTER END EXAMINATION Principles of Management – BRMB 1305



- This paper consists of EIGHT (08) questions on Two (02) pages.
- Answer FIVE questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2018.08.06

Pass mark: 40%

Time: 03 Hours

Question 01: (Compulsory)

Amal Senarathne was the owner and manager of a small business. For the first 25 years that the restaurant was open, Amal did not take a vacation. The restaurant was open 24 hours a day, seven days a week from 1955 to 1988. Amal managed the day-to-day operations and worked an average of 18 hours per day. The receipts averaged Rs. 5,000,000 a year.

Over the years restaurant has come to be regarded as the quintessential Sri Lankan restaurant.

As the manager, Amal supervised the entire organization, including all financial, employee, and customer issues. He cooked on the grill, worked behind the counter, managed the wait staff, ordered the food, and maintained the equipment. Amal's was known "for good service and a caring, personal touch." Amal knew his customers well enough to adjust their portions. "I used to ask the waitresses, 'Who's this for?'" reveals Vimal (Amal's Business partner) "If you ate and finished your dinner, you'd get more the next time. If you didn't eat it all, I would cut you back. I hate to waste food," he adds.

Amal served the community. If someone was hungry with no money, Amal would give them a free meal. He gave widows special prices. Amal remembers, "As long as they came in the diner and ate, that was the main thing for me. If they didn't come in, then I had to go and find out why they weren't in that day."

Amal sold his restaurant to three local restaurateurs. They've made changes to the diner's interior, while modernizing it. Unfortunately, many of the customers have left, and the new owners are losing money. Amal says, "I'd just like to see these three guys finish what I started. I think I had the best business in town," he continues. "You treat people right and they're going to treat you right."

(Note: This case was adopted from Management by Stephen P. Robbins and Mary Coulter)

- (a) Explain how you identify Amal as the manager in his business? (06 Marks)
- (b) Which management functions did Amal perform? Cite examples to support your answer. (14 Marks)



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Question 02

- (a) What are the four basic principles of Taylor's philosophy? (04 Marks)
- (b) Name two Management Pioneers and briefly describe their contribution. (06 Marks)
- (c) Briefly explain Five Principles of Management from Fayol's 14 Principles of Management. (10 Marks)

Question 03

- (a) Define the term "External Environment" in Business Organisation. (03 Marks)
- (b) Identify the five components of General Environment. (05 Marks)
- (c) Briefly explain three from above with examples. (12 Marks)

Question 04

- (a) Define the term of "Planning" in Management. (02 Marks)
- (b) Briefly explain the purpose of setting goals. (06 Marks)
- (c) Create a "Vision", "Mission", "Goal" and "Two Objectives" for an organization that you are going to start. (12 Marks)

Question 5

- (a) Define the term "Organizing". (02 Marks)
- (b) Briefly explain four key elements of Organisational Structure. (08 Marks)
- (c) Briefly explain two basic forms of Organisational designs. (10 Marks)

Question 6

- (a) Define the term "Leader". (02 Marks)
- (b) Briefly explain the Michigan Studies of Leadership Behavior. (06 Marks)
- (c) "Power is an ability to affect or influence the behavior of others". Briefly explain. (12 Marks)

Question 7

- (a) Identify the main purpose of control in Management process. (04 Marks)
- (b) Identify the four steps of controlling process. (04 Marks)
- (c) Identify the four main areas of controlling and briefly explain each. (12 Marks)

Question 8

- (a) Define the term "Motivation". (02 Marks)
- (b) Differentiate "Content Perspective" and "Process Perspective" of Motivation. (06 Marks)
- (c) Briefly explain Maslow's Hierarchy of Needs. (12 Marks)

-----END OF THE QUESTION PAPER-----



Year I Semester I
SEMESTER END EXAMINATION
IT for Business - BRMB 1303

- This paper consists of EIGHT (08) questions on FIVE (05) pages.
- Answer FIVE questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2018.08.03

Pass mark: 40%

Time: 03 Hours

Question 01: (Compulsory)

Discuss how Information Technology have made operations in Tourism, Marketing, Logistics and Education sectors more efficient and effective. (20 Marks)

Question 02

- Explain what an Operating System is. (04Marks)
- Discuss the difference between CUI and GUI interfaces. (06 Marks)
- Explain what File Compression means. (03 Marks)
- Give two examples of file compression software. (02 Marks)
- Identify 5 symptoms that indicates your computer might be infected with malicious software. (05 Marks)

Question 03:

Write the HTML code to generate a Web Page in the format given below. (20 Marks)



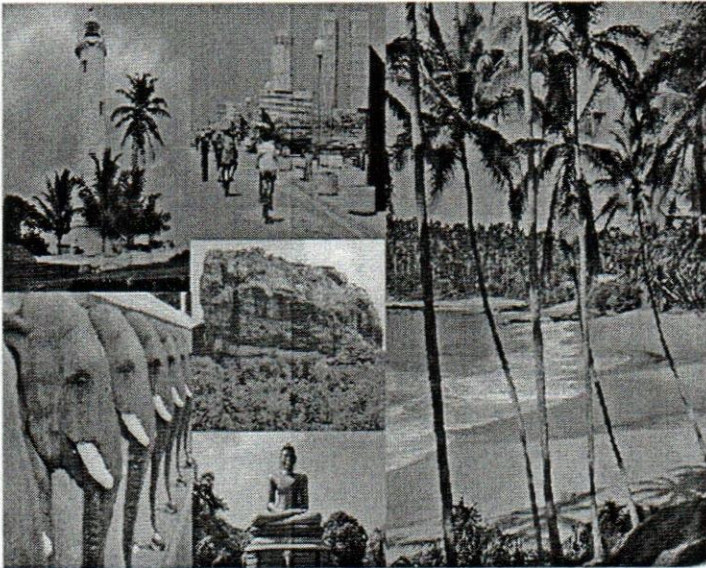
SL Tour Guides x +

file:///C:/Users/Public/Travel Guide.htm

Most Visited

Welcome To SL Tour Guides

HELPING PEOPLE PLAN TRIPS TO SRI LANKA



Let us help you plan your trip to the tropical paradise of Sri Lanka!

Local Information

| CITY | Major Attractions | Distance from Colombo |
|--------------|--|-----------------------|
| Colombo | Galle Face Green World Trade Center National Museum | - |
| Kandy | Temple of the Tooth Relic Kandy Lake Botanic Gardens at Peradeniya | 115 Km |
| Nuwara Eliya | Victoria Park Horton Plains Gregory Park | 171 Km |
| Anuradhapura | Jaya Sri Maha Bodhi Ruwanwelisaya Mihintale Museum | 200 Km |

Our Branches

- Marine Drive
- Baththaramulla
- Rajagiriya

[Promotions](#) [Contact us](#)



Consider the following while writing the HTML code:

- (a) Title of the page should be SL Tour Guides
- (b) Picture used in the page is the file "Sri_Lanka.jpg" and it is located in the folder where the webpage is also saved.
- (c) Use an unordered list to list down the branches.
- (d) The two links shown at the bottom of the page, "Promotions" and "Contact us" should be linked to "Promotions.html" and "Contact_Us.html" pages.
- (e) Assume these two pages are also located in the folder where "Travel Guide.htm" page is saved.
- (f) "Promotions" and "Contact us" links should open "Promotions.html" and "Contact_Us.html" pages on a new tab when clicked.

Question 04

- (a) Define the terms "Data" and "Information" with examples. (06 Marks)
- (b) Explain the term "Data Processing". (02 Marks)
- (c) Identify which data types would be suitable for storing following information in MS Access databases. (05 Marks)
 - (i) Price of an item for sale
 - (ii) Date and time of a client meeting
 - (iii) An email address
 - (iv) A student registration number
 - (v) First name of an employee
- (d) Explain the use of reports in MS Access Database. (03 Marks)
- (e) Explain what is a Primary key in database table. (04 Marks)

Question 5

- (a) Explain what an ISP is. Name three ISPs available in Sri Lanka (04 Marks)
- (b) Explain what is email, parts of an email address and the uses of email. (06 Marks)
- (c) Explain the use of To, Cc and Bcc fields in email. (06 Marks)
- (d) Explain what a Web Browser is and give four examples of web browsers. (04 Marks)



Question 6

Write the answers by referring following paragraph.

The term computer hw refers to the physical components of a computer, namely Keyboard, Monitor, Mouse, and Printer, including the digital circuitry. **Computer hw** is an integral part embedded in all modern-day automobiles, microwave ovens, electrocardiograph machines, compact disc players, and other devices. The hw of a computer is not changed frequently, in contrast with software and data. The present computers are much advanced in terms of processing speed and have an efficient memory structure. The present lesson aims at providing an insight into the various hw concepts of a Computer System.

- (a) Which word feature can instantly substitute every occurrence of word "hw" in this document with "hardware"? (02 Marks)
- (b) Write down the steps to perform following tasks in MS Word.
 - (i) To display the letter T as in the beginning of the paragraph. (02 Marks)
 - (ii) To search a specific word or word phrase in the document. (02 Marks)
 - (iii) To insert automatically update date to the footer. (02 Marks)
 - (iv) To save the document as a web page. (02 Marks)
 - (v) To get a hard copy of the document. (02 Marks)
- (c) The word formatting of the words "computer hw" in the second line needs to be copied on certain other words in the paragraph. Name the feature to be used for achieving the same. (02 Marks)
- (d) To simplify editing selected words, suggest the mouse shortcut for selecting a complete word. (02 Marks)
- (e) Write down the steps required to add a table with two rows and two columns to a word document. (04 Marks)

Question 7

A sales person's total sales for each quarter are detailed in columns labelled Q1, Q2, Q3 and Q4 and the Total column represents the sum of the sales for the four quarters. The company pays a bonus of \$300 to each sales person who grossed more than \$2,800 in sales and only \$50 to all sales people who grossed less than \$2,800.



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08

| | A | B | C | D | E | F | G | H |
|----|------------------------|------------|------------|------------|------------|------------|-------|---|
| 1 | Total Sales by Quarter | | | | | | | |
| 2 | Sales Person | Q1 | Q2 | Q3 | Q4 | Total | Bonus | |
| 3 | Jane | \$ 980.00 | \$ 260.00 | \$ 480.00 | \$ 102.00 | \$1,822.00 | | |
| 4 | Sanjeev | \$1,052.00 | \$ 852.00 | \$1,023.00 | \$1,001.00 | | | |
| 5 | Asela | \$ 260.00 | \$ 120.00 | \$ 560.00 | \$ 362.00 | | | |
| 6 | Rajesh | \$ 968.00 | \$ 369.00 | \$ 980.00 | \$1,423.00 | | | |
| 7 | Kumara | \$ 123.00 | \$ 258.00 | \$ 852.00 | \$1,059.00 | | | |
| 8 | Sameera | \$ 369.00 | \$ 855.00 | \$ 978.00 | \$ 230.00 | | | |
| 9 | Nuwan | \$ 152.00 | \$ 398.00 | \$ 982.00 | \$1,358.00 | | | |
| 10 | Amila | \$ 982.00 | \$ 986.00 | \$ 987.00 | \$ 896.00 | | | |
| 11 | Rita | \$ 258.00 | \$1,274.00 | \$ 25.00 | \$ - | | | |
| 12 | | | | | | | | |
| 13 | | | | | | | | |

(a) Write down formulas to calculate following.

(i) Total of the amounts into cell F3. (02 Marks)

(ii) Maximum sales amount of Q1 to cell B12. (02 Marks)

(iii) Calculate grand total in cell F12. (02 Marks)

(iv) To show the total number of sales persons in cell A12 (02 Marks)

(b) Write down the function to find out the bonus amount received by each sales person in cell G3 according to the criteria given in above scenario. (04 Marks)

(c) List down THREE (03) key uses of MS Excel in a work place. (03 Marks)

(d) Differentiate between absolute cell reference and relative cell reference. (05 Marks)

Question 8

Write short notes on the following.

(a) GUI (04 Marks)

(b) WWW (04 Marks)

(c) URL (04 Marks)

(d) Foreign key (04 Marks)

(e) Intranet (04 Marks)

-----END OF THE QUESTION PAPER-----



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01



Year I Semester I SEMESTER END EXAMINATION Mathematics for Business – BRMB1302

- This paper consists of EIGHT (08) questions on FIVE (05) pages.
- Answer FIVE (05) questions including question 01.
- Calculators are NOT allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2018.08.01

Pass mark: 40%

Time: 03 Hours

Question 01 (Compulsory)

(a) Solve below quadratic equations using the quadratic formula

(i) $X^2 - X - 2 = 0$

(ii) $3X^2 - 7X + 2 = 0$

(2*2 Marks)

(b) Solve $X - Y = 4$ and $2X^2 + XY + Y^2 = 8$

(03 Marks)

(c) Factorise $3x^2 - 3$ completely. Hence simplify $\frac{x^2 - 5x + 4}{3x^2 - 3}$

(03 Marks)

(d) Find second order and third order derivatives of following functions.

(02 Marks)

(i) $Y = -2x^6 - 10x^5 + 2x^4 - x^2$

(e) Integrate following functions

(03 Marks)

(i) $\int_0^2 (X + 9) * e^x dx$



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- (f) Find the coordinates of the points on the curve $Y = 2x^3 + 3x^2 - 12x + 6$ at which Y has a turning point. For each turning point, identify whether the minimum or maximum. (03 Marks)

(g) $A = \begin{pmatrix} 3 & 4 \\ 2 & 2 \\ -1 & 2 \end{pmatrix}$ $B = \begin{pmatrix} 3 & 2 & -1 \\ 1 & 1 & 2 \\ 0 & 1 & 2 \end{pmatrix}$ Find $B \cdot A$ (02 Marks)

Question 02

- (a) Evaluate followings

(i) $(125)^{\frac{-2}{3}}$ (02 Marks)

(ii) $\left(\left(15 \frac{5}{8} \right)^{\frac{3}{2}} \right)$ (02 Marks)

- (b) Simplify followings

(i) $(2X^3 - 6x - 3)(5X^4 + 2X^2)$ (03 Marks)

(ii) $(4X^6 - 2X + 1) + (3X^3 + 7X - 4) - (-3X^6 - 2X + 7)$ (03 Marks)

- (c) Divide $2X^4 - 9X^3 + 13X^2 - 17X + 15$ by $(X-3)$ (04 Marks)

- (d) Factorise Completely

(i) $28X^2 - 19X - 20$ (03 Marks)

- (e) Solve the simultaneous equations given below (03 Marks)

$$X + Y = 1$$

$$16X^2 + Y^2 = 65$$

Question 03

Sketch the curve $y = x^2 - 6x + 19$. Use the range $[-1, 7]$ (08 Marks)

On the same graph sheet, sketch the curve $y = -X^2 + 2X$ (08 Marks)

On your sketch give the coordinates of the turning point (02 Marks)

Give the coordinates of the points where the curve meets the coordinate axes. (02 Marks)



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Question 04

Differentiate Followings

(a) $Y = x^2 + 5x + 9$

(02 Marks)

(b) $Y = -4X^4(-2X^3+9)$

(02 Marks)

(c) $Y = (x^2 + 1)(x^3+5)$

(04 Marks)

(d) $Y = \frac{(3x+5)}{(2x^2+3)}$

(04 Marks)

(e) Using derivative knowledge, find the coordinates of the stationary points on the curve with equation $y = X^3 - 3X + 2$. Sketch the curve, showing the stationary points and the coordinates of the points at which the curve meets the axes.

(08 Marks)

Question 05

(a) Given $Y = 5X^6(3X^2 - 7X)$

(i) Find the derivative directly using Multiplication rule.

(03 Marks)

(ii) Simplify the original function by multiplication and then find the derivative.

(03 Marks)

(iii) Compare the derivatives in 'Part a' and 'b'

(01 Marks)

(b) For each of the following functions find the second - order derivative and third - order derivative. Evaluate them at $X = 2$

(i) $Y = -5X^5 + 5X^2 + 12X - 5$

(03 Marks)

(c) Find the derivative,

$$y = \frac{3x(2x - e^x)}{(3x - 2)}$$

(04 Marks)



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(d) Given $C = 2500 + 0.8 Y_d$, where $Y_d = Y - T$ and $T = 350 + 0.3 Y$.

Determine Y_d in terms of 'Y' ONLY

Determine C in terms of 'Y' ONLY

Use the derivative to find the Marginal Propensity to Consume (MPC),

$$MPC = \frac{dC}{dY}$$

(06 Marks)

Question 06

(a) Determine the following indefinite integrals.

(i) $\int X^{-3/2} dx$

(02 Marks)

(ii) $\int (2X^5 - 3X^5 + X^{-1}) dx$

(02 Marks)

(iii) $\int e^{-2.5x} dx$

(02 Marks)

(b) Determine following integrals using "Integration By Parts"

(i) $Y = \int x * e^x dx$

(04 Marks)

(ii) Using the answer in part (i) above, evaluate $\int x^2 * e^x dx$

(03 Marks)

(iii) $\int \ln x * x^2 dx$

(03 Marks)

(iv) $\int \frac{2x}{e^{2x}} dx$

(04 Marks)

Question 07

(a) Evaluate following

(i) $\int_0^{10} 2e^{-2x} dx$

(04 Marks)

(ii) $\int_2^5 X^2(X^3 - 7) dx$

(04 Marks)

(iii) $\int_0^1 x * e^{2x+1} dx$

(04 Marks)



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(b) Given the rate of net investment is $I = 9t^{\frac{1}{2}}$. Find the capital formation K in,

(i) 8 years

(04 Marks)

(ii) for the fifth through the eight year (interval [4,8])

$$\{\text{Hint: } K = \int_a^b I \, dt \}$$

(04 Marks)

Question 08

Consider the matrices given below.

$$A = \begin{pmatrix} 3 & -5 & 3 \\ 4 & -6 & 1 \\ 3 & 2 & 0 \end{pmatrix}$$

$$B = \begin{pmatrix} 5 & 4 & 3 \\ -1 & 4 & 2 \\ -2 & 3 & 1 \end{pmatrix}$$

$$C = \begin{pmatrix} 1 & -1 & 2 \\ 3 & 2 & 4 \\ 2 & 5 & 0 \end{pmatrix}$$

(i) Find $A + B$

(01 Marks)

(ii) Find $B + A$

(01 Marks)

(iii) Hence show that Matrix addition is commutative

(02 Marks)

(iv) Show that $A + (B + C) = (A + B) + C$, hence show that Matrix addition is associative

(02 Marks)

(v) Find A^T

(02 Marks)

(vi) Find B^T

(02 Marks)

(vii) Find AB

(02 Marks)

(viii) Find $(AB)^T$

(02 Marks)

(ix) Find $B^T A^T$

(03 Marks)

(x) Show that $(AB)^T = B^T A^T$

(03 Marks)

-----END OF THE QUESTION PAPER-----



Year I Semester I
SEMESTER END EXAMINATION
Business English - BRMB 1301



- This paper consists of FIVE questions on SIX (06) pages.
- Answer ALL Questions.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2018.07.30

Pass mark: 40%

Time: 03 Hours

Question 01

Read the following article about the ways in which the climate affects business and answer the given questions.

Firms that rise or fall with the temperature

How do seasonal changes in the climate affect the UK's economy? In its recent research to find out what improves a company's performance, Chapman Stack, a firm of retail analysts, looked at the way in which climate has influenced consumer behavior over the past year.

When Julia Hinton, from the ice cream chain Kinsberry's was asked about sales of her company's products, she said, 'I would like to see a steady turnover throughout the year. However, our business depends on the weather. If it rains, the customers stay at home so even the summer, we can have disappointing results. Fortunately, in the second week of July, our busiest period last year, the customers were queuing in the street.

Damian Arthur, speaking for the department store Nellys, said that the company reported a 12% decline in sales last winter. 'A continued fall could lead to a loss of millions of pounds', he said. 'However I am pleased to say that despite the unusually cold weather last year, our annual earnings soon increased again. People did put off making big purchases, but they fortunately didn't stay away from the store for long.'

Mark Mackay, who represents the small Scottish retailing group P. Cummins Ltd. was asked about business conditions in the summer months. Mackay denied that the good weather was a factor in increased sales. He claimed that any rise resulted from overseas tourists deciding to extend their stay, which they could do for a number of reasons. He added that there had been an overall trend for small businesses to attract more customers.



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Chapman Stack carried out research into the construction sector as well as into retail companies. The construction firm Aquilla Weeta saw some improvement in its annual results, even though conditions for building were not always perfect. While the mild spring weather was great for business, the heat last August caused their employees to slow down.

Wilfred Wharf from Chapman Stack was asked for his views on the overall effects of the climate on business. He said that in certain markets, favourable weather conditions could lead to huge growth. Companies which were usually happy with 5 - 10 % increase might see rises in profit over 50%. But while some companies made significant amounts, in the majority of cases the weather made a little difference. He said that in general, as always in business, success goes to companies that take advantage of every positive development.

- (a) What was the objective of carrying out the research by the firm Chapman Stack?
(02 Marks)
- (b) Why doesn't the ice cream chain Kinsberry's have a steady turnover?
(02 Marks)
- (c) How could the department store Nelly's avoid bankruptcy?
(02 Marks)
- (d) According to Mark Mackay, why did his company's sales increase last year.
(02 Marks)
- (e) Compare the weather condition views expressed by the construction company Acquilla Weeta and Julia Hinton.
(02 Marks)
- (f) Explain the meaning of the following five words as used in the text:
performance, a firm, turnover, decline, favourable
(05 Marks)
- (g) Write a summary of the above article using less than 50 words. Do not exceed the word limit.
(05 Marks)

Question 02

- (a) What is a memo?
(02 Marks)
- (b) Read the following memo and answer the questions given.



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08

Memo

From : The Manager / Administration

To : All the employees

Cc. : CEO

Subject : Renovation of the vehicle park

Date : 16th July 2018

This is to inform you that the Management has decided to renovate the vehicle park from 20th to 25th July 2018. An alternative arrangement has been made in MC car park. Please follow the following instructions.

- Vehicle owners should obtain a note from administration department to park free of charge.
- Please hand over the completed note to the security officer at MC park.

The management regrets any inconvenience caused.

- What is this memo about? (02 Marks)
.....
- What does Cc. mean? (02 Marks)
.....
- What does the alternative arrangement? (02 Marks)
.....
- Add another appropriate instruction to the above memo. (02 Marks)
.....

- (c) You have just received the message that a new client, Adriel Solomon is arriving at your office the day after tomorrow in the afternoon at 2.30 p.m.

Write a memo to your secretary, Anne Peterz

- Tell her about Mr. Adriel Solomon
- Explain why you might be late
- Tell Anne what to do with Mr. Adriel until you arrive

Use about 30-40 words and your answer sheet.

(10 Marks)



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Question 03

(a) Shorten the following sentences using infinitive phrases. Look at the example (05 Marks)

Example : I was glad when I heard of your success.
I was glad to hear of your success.

- i. It seems that it is impossible.
.....
- ii. He hopes that he will know by tomorrow.
.....
- iii. He didn't expect that he would pass the exam.
.....
- iv. She was sad when she heard the bad news.
.....
- v. The last person who criticized me like that was in hospital for two months.
.....

(b) Fill in the blanks with the most suitable coordinating conjunctions. (05 Marks)

- i. We thought that the figures were correct., we have now discovered some errors.
- ii. The horizontal axis shows the sales the vertical line indicate the companies.
- iii. The program will be postponed the bad weather continues.
- iv. I was unable to attend lectures last Friday I was sick.
- v. You won't succeed in your future endeavors you work hard now.

(c) Write sentences to bring out the meaning of FIVE of the following words. (10 Marks)

team work / sound knowledge / commensurate / flexible / self-motivated / wages / fringe benefits

- i.
- ii.
- iii.
- iv.
- v.



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Question 04

- (a) You need to market yourself to a prospective employer sending an effective and attractive CV.
- (i) What is a curriculum vitae? (02 Marks)
 - (ii) List five important subheadings you would use to describe yourself in a curriculum vitae? (05 Marks)
 - (iii) Why do we write referees in a CV? (03 Marks)
- (b) Read this part of a letter below from Harry Silva, the Marketing Director of an accounting software company.

You expressed your interest in our accounting software passages at the recent ICT Innovations Exhibition held at BMICH Colombo. We believe you may also be interested in our latest products:

- **Accurate Accounting Routiner™** makes your book keeping easy
- **Data Store™** is a user-friendly database

We would be glad to demonstrate our software products either in your work place or at our own premises.

Write a letter to Mr. Harry Silva:

- request a product demonstration at your workplace
- tell him you are interested in one of the products
- inquire the prices
- suggest two possible dates

Use about 60-80 words.

(10 Marks)

Question 05

- (a) What is a report? (02 Marks)
- (b) Mention two types of reports and briefly explain them. (04 Marks)
- (c) Explain briefly the following four terms widely used in reports.
objective/ acknowledgements/ appendices / references (04 Marks)
- (d) Study the following issue and write a short report according to the format and guidelines given to find out the reasons for bankruptcy. (10 Marks)



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A leading entrepreneur, VEGEFRESH was operating a 25 vegetable and fruit outlets, 10 in main cities and 15 in suburbs. After five years, he faced a financial crisis.

Study the following details of the business and suggest 12 ways, the entrepreneur could have avoided bankruptcy.

- Initial plan: Selling vegetables and fruits at 100 sales outlets.
- Implemented: Started 25 outlets employing 4 sales assistants and a sales manager at each sales outlet.

Capital:

Mortgaged a two storey-house, fifty-acre land and obtained 150 million loan. Leased five lorries to transport vegetables and fruits from farmers to sales outlets.

Monthly turnover: 10.5 m/ Rent for sales outlets: 0.6 m/ Monthly payments for suppliers: 7.5 m/ Monthly bank interest and leasing: 2.5 m Informal sources: the entrepreneur had borrowed 2 m from money lenders at a monthly interest of 12%

Write the report using the following format

- i. Title :
- ii. Introduction :
- iii. Body : two paragraphs
- iv. Conclusions
- v. Recommendations

-----END OF THE QUESTION PAPER-----