



Uva Wellassa University
Faculty of Management

**Degree of Bachelor of Business Management in Entrepreneurship and
Management**

Year 3 Semester I Examination – December 2009

EMG 321-3 Business Communication and Scientific Writing

Index No:

Answer all questions on the paper itself.
No. of questions : 07
Time : Three hours (3 hrs)
Total marks allocated : 100%

Part II

2. Write your answers on the answer book.

MILLIONAIRES

Since Britain's National Lottery was launched in 1994 more than six hundred people have become millionaires overnight. For some this new-found wealth has meant nothing but misery, destroying friendships and marriages. For others little has changed. Here are the stories of two lottery millionaires.

A. PENNY HAIGH

In March 1996, Penny Haigh, 49, won £1.3 million. She retired two months later and now lives with her husband John in a 17th century house which cost a quarter of a million. But rather than being the pinnacle of their dreams, this is actually just another place on the way for Penny and John. 'We've bought and sold fourteen properties in seven years,' he says. 'We like buying places and doing them up,' she adds. For them, their lottery windfall is much more a useful financial cushion than a ticket to a dream palace.

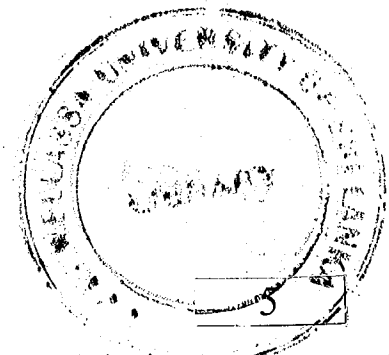
Penny has made an effort not to let the win affect her behaviour. 'I certainly haven't changed one bit. I don't go on mad spending trips like other lottery winners. In fact, I still buy all my clothes in charity shops just like I did before I won.' The only thing she wanted to do was to go on the Orient Express. 'We couldn't afford a honeymoon when we got married and I've never been abroad. But my husband won't go.

After she won, she worked out who she was going to give money to, and how much. Her brother was one of the first to benefit from Penny's win. 'We got used to sharing early on in our family. So I know that if it had been Bunny who won the lottery, he'd have done the same for me.'

Penny and her husband now spend their time renovating their house. 'We've got to be doing something or we get bored.' Once the renovations are finished, they intend to move on. 'Ideally, I'd like to run a hotel and employ Bunny and his wife Carol as barman and waitress.'

B. MARK GARDINER

Mark Gardiner had a half share in one of the biggest winning tickets so far - £22 million- and swiftly received a dollop of abuse to match. His second wife who was divorcing him, called him a 'cheating rat'. A 'best friend' revealed he had once saved Mark's life, emphasizing that he thoroughly regretted it now. His mother joined in, saying: 'I have a vision of Mark finishing up with a Ferrari going into a brick wall- and I hope it's tomorrow.' Unsurprisingly, within months of winning he claimed the jackpot had ruined his life and that he was a 'prisoner' of his new-found wealth.



According to friends at his local pub, the Royal Standard, Gardiner is a 'normal bloke' who is no more or less worthy than most to benefit from an overnight fortune. Gardiner has spent some of his money taking groups of friends from the pub of luxury holidays but he has also sponsored a football team in his hometown, Hastings. He pledged \$ 500,000 over three years to the club, now know as Stamcroft, to improve facilities. Leon Shepperdson, the club chairman, says of Gardiner 'He has put his money where his mouth is. I know plenty of wealthy people who do not help their local area, but that certainly could not be said of him.'

Assume that you are in Britain and that you have won a lottery for 5million(Sterling Pounds) .Using about 500 words write a short essay detailing how you would utilize this money as an entrepreneur.

(10 Marks)

3. Go through this advertisement which appeared on the "Sunday Observer" of 22nd November 2009 for the post of manager(Administration).The job profile is given in the advertisement.
 - a) Write a suitable covering letter for the post of manager administration.
 - b) Write suitable Curriculum Vitae for the post.

(15 Marks)





INDEPENDENT TELEVISION NETWORK LTD
VACANCY

MANAGER (ADMINISTRATION)

Applications are invited for the post of Manager (Administration) from citizens of Sri Lanka possessing following qualifications.

EDUCATIONAL QUALIFICATIONS & EXPERIENCE

- (1) Degree of a recognized university with minimum of 05 years experience in Human Resource Management / Administration in a recognized establishment at Executive level.

OR

- (ii) Minimum of (03) passes in G.C.E. (A/L) and Diploma of a recognized Higher Education Institution on Human Resource Management / Administration with minimum of 08 years experience in a recognized establishment at Executive level.

AND

Sinhala / Tamil Language competency and very good working knowledge of English Language.

Experience on Foreign Training coordination, Tender Procedures, Vehicle Fleet Management and knowledge of an international Language will be an added advantage.

Candidate with a MBA Degree from a recognized university will be given preference.

Age : 30 - 45 years

Salary Scale : Rs. 25,640/= 665x3-735x7-925x15 - 46,665/=

FRINGE BENEFITS

1. Annual Bonus and Monthly Attendance Incentive Allowance.
2. 24 hrs. Insurance coverage for accidents
3. Medical Insurance Scheme
4. Encashment of unutilized sick leave.
5. Provident Fund contributions 10% by employee and 15% by employer.
6. 3% contribution to the ETF by employer.

GENERAL CONDITIONS

1. Applications from those in Government Service, State Corporations or Statutory Boards should be forwarded through their institutional Heads.
2. The age limit will not apply in respect of applicants from Government Departments, State Corporations and Statutory Boards.
3. Applications indicating full particulars of Name, Address, Age, Academic / Professional Qualifications and experience (with copies of certificates) should be sent under Registered Cover to reach the **Deputy General Manager (Administration), Independent Television Network Ltd, Wickramasinghepura, Battaramulla** on or before 07th December, 2009. Please indicate the Post applied for at the top left-hand corner of the envelope.

CHAIRMAN,
INDEPENDENT TELEVISION NETWORK LTD,
WICKRAMASINGHEPURA,
BATTARAMULLA.
19th November, 2009

4. After graduation you want to be an entrepreneur but you do not have enough money to start a business venture. Write a letter to your bank for a loan stating your initial investment and how you hope to expand your business for the next three years. Explain the amount of the loan you require in the first year and in subsequent years. Ask for information about repayment procedures and the monthly installment for the amount you ask for.

(15 Marks)

5. You are interested in starting a business in Colombo. The building needs Air conditioning. Write a letter to Abans LTD, Colombo asking for prices of Four wall mounted Air conditioners, their guarantee period and the installation charges for you to proceed with the purchase.

(05 Marks)

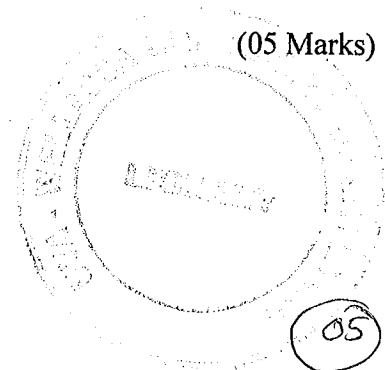
6. There is wide spread "Dengu flu" in the Badulla district. Write a letter to the Uva Provincial Council Director of Health Services to take action to prevent the spread of this disease as it courses the death of children. You should also suggest the actions they could take to keep the city clean and prevent mosquito .

(05 Marks)

7. Compose 10 meaningful sentences utilizing the following.

- a) 1. Outsourcing
2. Service Sector
3. Employability
4. Infrastructure
5. Enhance
6. Domestic Savings
7. Appreciation of Rupee
8. Inflation
9. Ambition
10. Inefficient

(05 Marks)



b) Use the following idioms and phrases in sentences.

1. Fallout
2. Round the clock
3. Drag into
4. Brain drain
5. Blue-collar
6. white-collar
7. Well-to-do
8. Go through
9. Customer oriented
10. Out of date