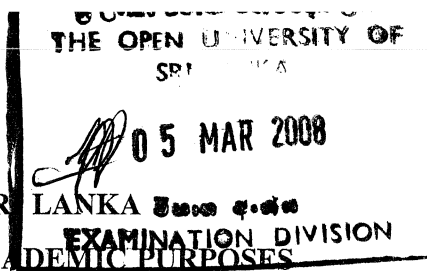




OPEN UNIVERSITY OF SRI LANKA  
CERTIFICATE IN ENGLISH FOR ACADEMIC PURPOSES  
(MANAGEMENT STUDIES) LSC 2208  
FINAL EXAMINATION 2007/2008



102

Date: 5<sup>th</sup> March 2008  
Time: 03 hours  
Instructions: Answer all questions.

Centre:  
  
Index No:

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Question No:		Marks Obtained	Maximum
Part A	1	.....	15
Part B	2	.....	30
	3	.....	30
Part C	4	.....	25
Total		=====	100
			==

Signature of Examiner : .....  
Name : .....

**Part A - Grammar and Vocabulary**

1. Fill in the blanks in the following passage with suitable words. Use only ONE word in each blank space.

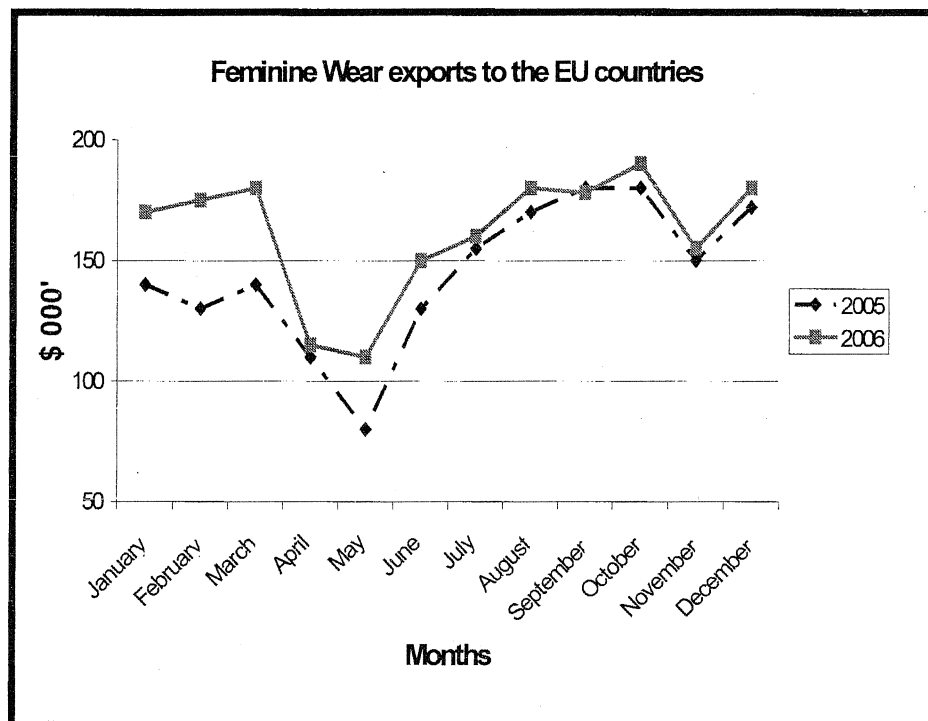
Decision making can be viewed as a series of steps or stages that range from clearly identifying a problem and assessing actions, to implementing and solving the problem. Managers (1)..... all levels of organisations (2)..... decisions. These decisions may influence (3)..... survival of the organisation (4)..... the starting salary of (5)..... new trainee. All decisions (6)....., will have some influence (7)..... performance. Thus, it is (8)..... for managers to develop decision making (9)..... . Managers are evaluated and rewarded (10)..... the basis of the importance (11)..... results of their decisions. (12)..... quality of the decisions (13)..... managers reach is the yardstick (14)..... their effectiveness and of (15)..... value to the organisation.

(15 marks)

Marks will be deducted for untidy handwriting, incorrect spelling, punctuation and errors in grammar.

### Part B - Writing

2. Given below is a graph depicting 'Feminine Wear' exports to European countries and their value for the years 2005 - 2006.



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Write an analysis of the graph. Your analysis should contain

- i) at least 10 sentences
- ii) an introductory sentence and a concluding sentence
- iii) words that compare and contrast important sections of the graphs such as

*while, however, although*  
*increase decline, sharp, gradual etc.*

(30 marks)

1. ....  
.....  
.....
2. ....  
.....  
.....
3. ....  
.....  
.....
4. ....  
.....  
.....

use only

- .....
- .....
- .....
- .....
- .....

- [illegible]

- .....
- .....
- .....
- .....

- .....
- .....
- .....
- .....

- [illegible]

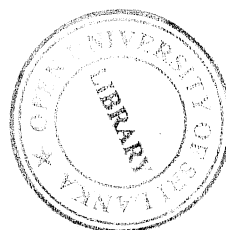
- .....
- .....

**3. Write an essay on ONE of the following topics.**

- i) Employees will do amazing things when they are inspired by a vision and when their leaders give them praise and recognition for a job well done. This is lacking in most of the organisations.**
- ii) Communication is essential to leadership. Knowledge by itself will not be enough unless you have the capacity to communicate your thoughts in a forceful and convincing manner.**
- iii) E-mail and internet when used sensibly are tools that are an asset to a business organisation. They are now considered indispensable for modern management.**
- iv) Sports help develop team spirit in an organisation.**

- Your essay should contain 05 paragraphs only.**
- These 05 paragraphs should include an appropriate introduction and a suitable conclusion.**
- Each paragraph should contain at least 04 sentences.**
- Indicate which essay topic you have selected.**

**(30 marks)**

[illegible]

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[illegible]



**Part C - Reading**

Answers should be written in complete sentences in your own words as far as possible. Marks will be deducted for grammar and spelling mistakes

3. Read through the following passage and answer the questions given below.

1           The modern economy is said to have been 'globalized' by the  
2 communication revolution that began shortly after World War II, as the  
3 voice of America and other shortwave broadcasters provided information  
4 about the Western world to those locked behind the communist 'Iron  
5 Curtain'. Global communication was hastened by the onset of fax  
6 machines and has within the past decade **accelerated dramatically** with  
7 the internet.

8           One effect of the communication revolution has been the  
9 development of global trading blocks and world trade agreements.  
10 Global trading blocks such as the North American Free Trade Agreement  
11 (NAFTA), Latin America's MERCOSUR, Asia's ASEAN, and the  
12 European Union (EU) have all originated within the past twenty years.  
13 The EU provides a good example of how the power of communication  
14 has transformed the world. Just five decades earlier, the entire continent  
15 was struggling with a devastating war. Now, former bitter enemies,  
16 having seen the similarities that underlie their differences, have decided  
17 to join **under a common banner** for the sake of their economic futures.

18           The growth of regional free trade agreements and the global  
19 World Trade Organisation (WTO) presents a new set of challenges and  
20 opportunities for managers. Free trade allows firms from anywhere in the

21 world to gain access to local markets. The onset of NAFTA, for  
22 example, has been a boon to several US companies such as Wal – Mart  
23 who have found the Mexican market to be eager for their products.  
24 Another benefit of free trade agreements is the increased labour pool .  
25 Manufacturing companies, in particular, have reduced costs by moving  
26 some of their production to areas where labour is plentiful and cheap.  
27 Many American manufacturers have, at least in the past, shifted their  
28 production to Maxico to take advantages of its relatively cheap, yet  
29 skilled labour. These cost savings are passed on to the consumer, who  
30 also benefits from the added competition in the market that is created  
31 by foreign goods.

32 Not everyone agrees that regional trading blocks offer benefits  
33 that exceed their costs. Certainly, shifting manufacturing production to  
34 foreign location has cost some American workers, including many  
35 American Managers, their jobs. In addition, may companies have had  
36 to adjust their approach to their domestic markets because of the  
37 sudden influx of competitively priced foreign products. The consumer  
38 is the one who benefits from this competition. Managers must find  
39 ways to beat foreign competition on price and quality as consumer  
40 choices widen.

41 The globalization trend is not likely to change in the coming  
42 years. Unless there is a major world war, the communication  
43 revolution and the worldwide shift to free markets is likely to continue.  
44 There will always be disagreement regarding acceptable fair trade  
45 practices, but the mechanics are now being put in place that will allow  
46 for these disagreements to be handled peacefully.

(Source: Adapted from an article in Management by T.  
Duening , J. Ivancevich)

**Questions**

1. (a) What is the revolution mentioned in paragraph 01?

**(01 mark)**

- (b) According to paragraph 01 at what point of history did globalization of the modern economy begin?

**(02 marks)**

- (c) What is the example the writer gives to support his view that globalization had its beginnings at that particular point of history?

**(02 marks)**

2. a) As mentioned in paragraph 02 what are the developments that took place as a consequence of the improvements in communication?

**(02 marks)**

- b) List the 04 trading blocks that are mentioned.

1. ....
2. ....
3. ....
4. ....

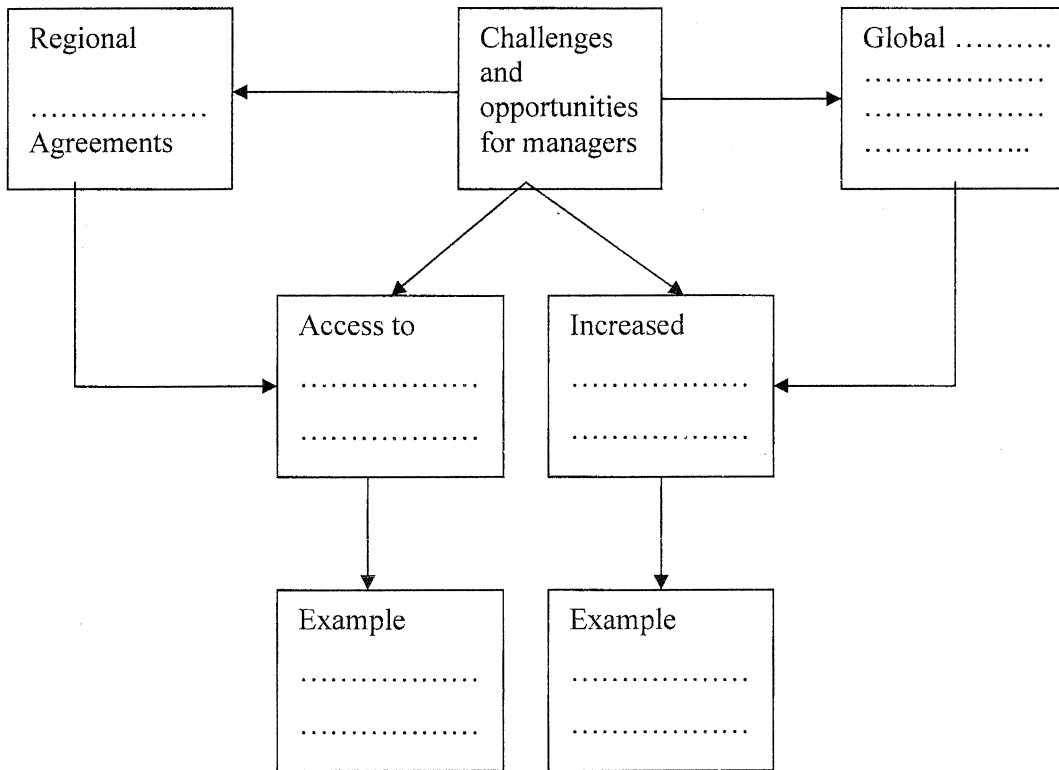
**(02 marks)**

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- (c) Why has the European Union been given as an example to show how communication has transformed the world?

(02 marks)

3. Complete the diagram given below with the help of the information given in Paragraph 03..



(03 marks)

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4. Is the following statement '**True**' or '**False**'?

"Everyone agrees that regional trading blocks offer more benefits than the costs involved in production"

Support your answer with a statement from the passage.

(02 marks)

5. When market production is shifted to foreign locations there are certain problems that arise. What are these problems?

(02 marks)

6. What is the main point expressed in the last paragraph (05) of the passage?

(02 marks)

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7. What do the following words refer to in the passage?

i. their in paragraph 03 line 23

ii. their in paragraph 04 line 36

(02 marks)

8. Explain the meaning of the following words / phrases as used in the passage.

i) accelerated dramatically in paragraph 01 line 06

ii) under a common banner in paragraph 02 line 17

iii) increased labour pool in paragraph 03 line 24

(03 marks)