



OPEN UNIVERSITY OF SRI LANKA  
CERTIFICATE IN ENGLISH FOR ACADEMIC PURPOSES  
(MANAGEMENT STUDIES) LSC 1208  
FINAL EXAMINATION 2007/2008

113

Date: 4<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 | .....          | 60        |
| Part C       | 3 | .....          | <u>25</u> |
| Total        |   |                | 100       |
|              |   | =====          | ==        |

Signature of Examiner : .....

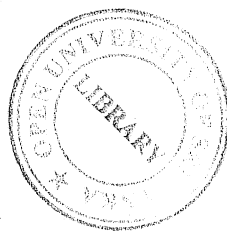
Name : .....

**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.

Today the 'buy now pay later' system of making payments is being advocated by many business firms. To facilitate this mode of payment the 'credit card' has become a very useful tool. When applying for (1)..... credit card a guarantor (2)..... not required. The applicant (3)..... be asked for proof (4)..... income, and a copy of (5)..... identity card or passport. With (6)..... proof of the monthly (7)..... of the applicant credit limits will be established. (8)..... person who earns Rs. 30,000 – 40,000 a (9)..... is generally given more (10)..... one who earn less (11)..... that amount, as a credit limit. (12)..... is advisable never to (13)..... beyond these limits, as (14)..... cardholder can very easily be (15)..... a situation where he or she is unable to settle the balance.

(15 marks)



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**Part B - Writing**

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

2. (a) You are Duminda Senaratne, an executive working at 'Paradise Holiday Resort', Haputale. A situation has arisen where visitors to the Resort have complained about the garbage not being cleared regularly. A notable drop in the number of holiday guests has also been recorded. The Personnel Manager of 'Holiday Resort' Mr. Uvindra Rajasuriya, has requested you to inquire into the matter and report the findings to him.

You have found out sufficient information regarding the situation.

The Cleaning Service had been employed at the Resort six months ago. The workers are dedicated and good workers, but are constantly falling sick. A total work force comprising 7 males and 3 females are often reduced to half that number. Reasons given were

Lack of covered pails, disposal bags, clearing aides for example, spades / brooms, instant supply of water, detergents and not taking the accumulated garbage bins on regular basis.

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**You need to inform your Personnel Manager of your findings,**

**Write a paragraph regarding your findings.**

**Your Paragraph should contain**

- i) at least 06 sentences**
- ii) a topic sentence**
- iii) your findings**
- iv) a concluding sentence**

**(20 marks)**

[illegible]

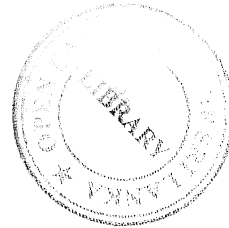
- 4

- (c) The team of executives decide to write a formal letter to the General Manager regarding this situation. You have been assigned to write the letter incorporating the views and ideas of the executives. Write a formal letter to the General Manager Mr. Thusith Nanayakkara, putting forward these suggestions. Your letter should not exceed 150 words.

- Use
1. More formal language of suggestion appropriate for official correspondence
  2. words with 'pleasant associations' which will persuade the management to accept these ideas.

(25 marks)

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

[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

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

1 A firm doing business in two or more countries is referred to as a  
2 multinational enterprise (MNE). Such firms have sales offices and, in  
3 many cases, manufacturing facilities in numerous countries. They view  
4 their range of operations as global in nature. American firms such as  
5 Coca – Cola, Chrysler, Nike and IBM conduct a significant part of their  
6 business overseas. For example, Master Word Services, a Houston –  
7 based translation firm with fewer than twenty employees, also has offices  
8 in London, Baku and Moscow.

9 The decision to become an MNE is fully a major one. Although  
10 the choice includes consideration of many factors, the move to becoming  
11 a MNE essentially comprises three primary decisions: the international  
12 market to be served, the product or services to be marketed, and the mode  
13 of entry into the international market.

14 Selecting the country (or countries) as the site for international  
15 expansion involves considering many aspects of the country's  
16 environment. Many international businesses take into account the  
17 market size in the prospective host country (both current and potential  
18 size), the country's consumer wealth (per capita income) and the ease of  
19 doing business in the market. In assessing this latter criterion,  
20 organisations consider such factors as geographical location, common  
21 language, and the availability of employees with the skills which the  
22 business will require.

23                   What products or services should an organization establish in an  
24 international market ? In answering this question, many firms follow the  
25 shot – in – the – dark method; this means they select one or more of their  
26 products (or services) that have done well in their domestic market and  
27 introduce it into the chosen international market. Kellogg's Corn Flakes,  
28 Coca – Cola and Mc Donald's hamburgers were introduced in this  
29 manner.

30                   A growing number of companies are using more analytical  
31 approaches to product or service selection. Some firms travel to the  
32 selected host country and conduct product – market research to  
33 determine consumer needs. Then the company returns home with the  
34 research and designs a product that fits the consumer needs. The new  
35 product is then introduced into the host country. Ferrero's Tic Tac  
36 breath minto and IDV's Bailey's Irish Cream Liqueur are products that  
37 were specifically developed and marketed based on research of multiple  
38 international markets.

39                   Regardless of the approach taken by an organization, a successful  
40 international product or service requires that primary attention be given  
41 to the needs and preferences of the consumers in the host country.

(Source: 'Management by Thomas Duening & John Ivancevich.')

### Questions

1. a) According to Paragraph 01 what are the main characteristics of a  
multinational enterprise?  
a)  
b)  
c)

(03 marks)

- (b) What is the multinational enterprise which has only a few employees but has offices in three foreign cities?

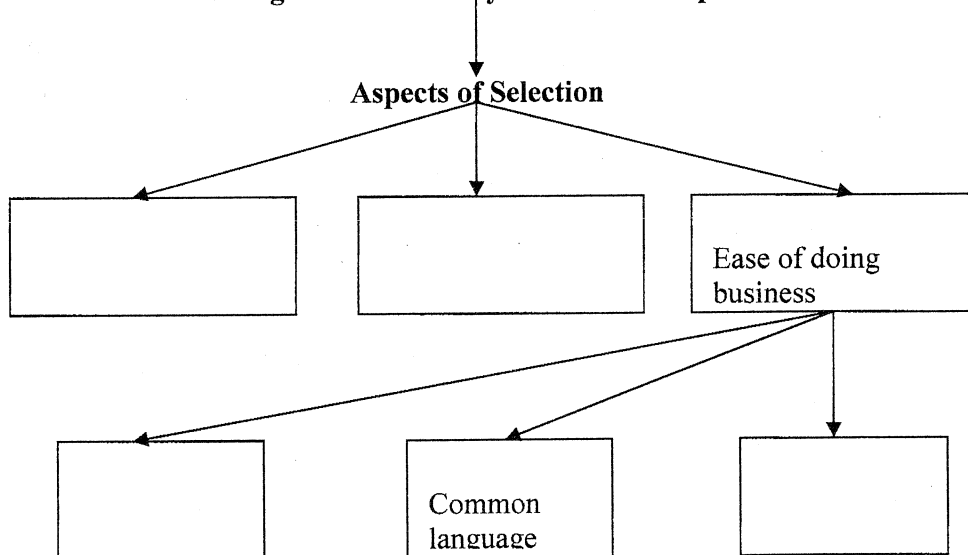
(02 marks)

2. What factors determine the decision to become a multinational enterprise?

(03 marks)

3. Complete the diagram with information from Paragraph 03.

**Selecting the host country for business expansion**



(04 marks)

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4. With the help of the information given in Paragraph 4 and 5 complete the chart given below.

| Method  | Description of Method  |
|---|--|
|   | Select one or more of their products that have done well in the ..... market and introduce it to the market. |
| Based on ..... of ..... international markets | Conduct..... to determine needs and then design a ..... to suit those consumer needs.                        |

(05 marks)

5. Is the following statement 'True' or 'False'?

'When an organisation decides to become a multinational enterprise it is not very important to know the consumer needs and preferences of the host country.'

(02 marks)

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

i) They in paragraph 01 line 03

ii) this in paragraph 04 line 24

iii). their in paragraph 04 line 25

(03 marks)

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7. Give the meanings of the following words and phrases as used in the passage.

i) numerous in paragraph 01 line 03

ii) international expansion in paragraph 03 line 14

iii) host country in Paragraph 05 line 32

(03 marks)