

## BACHELOR'S DEGREE PROGRAMME

### Term-End Examination

December, 2013

### ELECTIVE COURSE : ENGLISH

### EEG-04 : ENGLISH FOR PRACTICAL PURPOSES

Time : 3 hours

Maximum Marks : 100

*Note : Attempt all questions. Internal choice has been given.*

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1. Read the passage given below and answer the questions that follow :

No one has ever suggested that grinding pauperism can lead to anything else but moral degradation. Every human being has a right to live and therefore to find the wherewithal to feed himself and where necessary to clothe and house himself. But for this very simple performance we need no assistance from economists or their laws. 'Take no thought for the morrow' is an injunction which finds an echo in almost all the religious scriptures of the world. In a well ordered society the securing of one's livelihood should be and is found to be the easiest thing in the world. Indeed, the test of orderliness in a country is not the number of millionaires it owns but the absence of starvation among its masses. The only statement that has to be examined is: whether it can be laid down as a law of universal application that material advancement means moral progress.

Now let us take a few illustrations. Rome suffered moral fall when it attained high material affluence. So did Egypt and perhaps most countries of which we have any historical record. The descendants and kinsmen of the royal and divine Krishna too fell when they were rolling in riches. We do not deny to the Rockefellers and the Carnegies possession of an ordinary measure of morality, but we gladly judge them indulgently. I mean that we do not even expect them to satisfy the highest standard of morality. With them material gain has not necessarily meant moral gain. In South Africa, where I had the privilege of associating with thousands of our countrymen on most intimate terms, I observed almost invariably that the greater the possession of riches, the greater was their moral turpitude.

Answer the following questions :

- |     |   |   |
|-----|---|---|
| (a) | In the context of the passage what is the cause of moral degradation ?  | 2 |
| (b) | Does history support or it refutes the statement that morality and material well being go hand in hand ? Give two examples in support of your answer. | 4 |
| (c) | What is it that the author finds common in the history of Rome, Egypt and India ?   | 2 |
| (d) | According to the passage why did the kinsmen of Lord Krishna have a fall ?  | 2 |
| (e) | Do you think the author is consistent in his arguments or he makes contradictory statements ? Discuss.  | 3 |
| (f) | Explain the line, "absence of starvation among the masses."   | 2 |

- (g) Find words in passage which have the same meanings as the following words : 3  
Viciousness, relatives, examples.
- (h) Find words in the passage which have the meaning opposite to the following words. 3  
ancestor, spiritual, presence
- (i) Give a suitable title to the passage. 2
- (j) Change the grammatical form of two of the following words as stated in brackets. 2  
application (Verb)  
expect (noun)  
satisfy (adjective)  
ordinary (adverb)

2. (a) Fill in the blanks in the following passage by choosing the best alternative from the list given at the end : 5

Many of us believe that science is something modern (1) the truth is that (2) has been using science for (3) very long time. However, it has (4) a great effect on human lives in the last twenty-five (5) thirty years than in the hundreds of years (6) the invention of the plough. The (7) gifts of science have made modern life (8) and comfortable. But science has (9). The same time created new problems. One of these, which may become (10) in the years to come, is that of 'jet-lag'.

- (1) (a) if (b) though (c) unless  
(2) (a) men (b) people (c) man  
(3) (a) the (b) a (c) that  
(4) (a) even (b) have (c) had  
(5) (a) and (b) or (c) either  
(6) (a) from (b) for (c) since  
(7) (a) marvellous (b) costly (c) inexpensive  
(8) (a) dull (b) exciting (c) aimless  
(9) (a) at (b) in (c) within  
(10) (a) bad (b) worse (c) good

(b) Choose the correct word from the ones, given in brackets. Do **any five** of the following sentences : 5

- (i) The policeman had to \_\_\_\_\_ (resort, respond) to force when the thief refused to surrender.
- (ii) Everybody should be \_\_\_\_\_ (conscientious, conscious) of their rights as well as duties.
- (iii) \_\_\_\_\_ (When, Although) he was not present in the meeting, his interests were safe guarded.
- (iv) It is not fair to cast \_\_\_\_\_ (aspirations, aspersions) on others.
- (v) The audience \_\_\_\_\_ (applauded, praised) at the end of the play.
- (vi) He denied \_\_\_\_\_ (having been, been) there.

3. Fill in the blanks using the correct form of the verb given in brackets : 10

In modern times Abraham Lincoln \_\_\_(1)\_\_\_ (stand, stands) as the model of a compassionate statesman. He \_\_\_(2)\_\_\_ (showed, shown) this quality not only in striving for the emancipation of the American Blacks but in the dignity with which he \_\_\_(3)\_\_\_ (conducts, conducted) the American civil war. Lincoln \_\_\_(4)\_\_\_ (did not, does not) fancy himself as a liberator. He \_\_\_(5)\_\_\_ (has thought, thought) it would be better for all if emancipation was a gradual process \_\_\_(6)\_\_\_ (spread, has spread) over many years. He \_\_\_(7)\_\_\_ (proposed, was proposing) compensation for slave owners in US bands/ grants for the rehabilitations of blacks. But fate \_\_\_(8)\_\_\_ (was, is) to deem otherwise. The haste with which the South \_\_\_(9)\_\_\_ (wants, wanted) to break away from the Union with the North, \_\_\_(10)\_\_\_ (compel, compelled) him to move faster than he did.

4. Draft a notice with a complete agenda. You are the Company Secretary and you have to issue a notice to the Shareholders of the company based on the following : 20

A meeting of the XYZ Technologies Limited, Gurgaon(Haryana) is to be convened to consider and adopt the Annual Financial Accounts for the year ended 31st March 2012, declaration of dividend, appointment of directors in place of the retiring directors and appointment of Auditors for the next year.

5. The material costs of the product being manufactured by your company has shown an 15

abnormal increase from 72% to 74.5% during the quarter April-June-2012 impacting the profitability and cash flow.

As Cost Controller, write an inter office memo to the Production Manager, drawing his attention to it and asking him to investigate and inform what action he is taking to control the Costs in future'.

6. Write an essay of about 200 words on **any one** of the following : 20

The Electronic media is the biggest boon of the day but at the same time it causes more harm than good. Discuss both points of view and give your own opinion with reasons and examples.

**OR**

The modern methods of agriculture-mechanized farming and using pesticides- are necessary to meet the present needs of food for the exploding population. But they have brought lot many problem like unemployment and the harmful effects of pesticides. Discuss both points of view giving your own opinion.

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**BACHELOR'S DEGREE PROGRAMME****Term-End Examination****December, 2013****ELECTIVE COURSE : ENGLISH****BEGE-104 : ENGLISH FOR BUSINESS  
COMMUNICATION (EBC)***Time : 3 hours**Maximum Marks : 100*

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*Note : Answer all questions.*

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1. Read the given text and answer the questions that follow :

A trade fair (trade show or expo) is an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products and services. This is also a chance for them to study activities of rivals and examine recent trends and opportunities.

Some trade fairs are open to the public, while others can only be attended by company representatives (members of the trade) and members of the press. Therefore trade shows are classified as either "Public" or "Trade Only."

They are held on a continuing basis in virtually all markets and normally attract companies from around the globe. For example, in the U.S. there are currently over 2500 trade shows held every year, and several online directories have been established to help organizers, attendees, and marketers identify appropriate events.

Trade fairs often involve a considerable marketing investment by participating companies. Costs include space rental, design and construction of trade show displays, telecommunications and networking, travel, accommodations, and promotional literature and items to give to attendees. In addition, costs are incurred at the show for services such as electrical, booth cleaning, internet services, and drayage (also known as material handling).

Trade shows play an extremely important role in promoting business and enhancing trade and commerce. Consequently, cities often promote trade shows as a means of economic development.

Interestingly, a large number of trade fairs are now happening online, and these events are called virtual tradeshow. They are increasing in popularity due to their relatively low cost and because there is no need to travel whether you are attending or exhibiting.

Answer the following :

- (a) What kind of opportunities do trade fairs offer to participants ? 5
- (b) Why are trade fairs expensive affairs ? 5
- (c) What do you call : 5
  - (i) Trade fairs where you don't need to be physically present
  - (ii) Trade fairs which only members of the participating companies can attend
  - (iii) A database from where people can get information about trade fairs
  - (iv) Material handling
  - (v) A word which means the same thing as 'competitors'



2. Do as directed :

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(a) Rewrite the following sentences to make them sound appropriately polite :

- (i) What is the time ?
- (ii) I want the report by tomorrow evening.
- (iii) We cannot send you the shirts by Friday, as we had promised earlier.
- (iv) I don't like Italian food. Can we go to an Indian restaurant ?
- (v) Book a taxi for me for 4 pm. I have to go to the airport.

(b) Complete the following telephone conversation with suitable expressions:

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- (i) Hello, this is Aashima Singh from LG Electronics. Can you \_\_\_\_\_ to Mr. Aashish Gupta from the Sales Department ?
- (ii) \_\_\_\_\_ he's not in. Would you \_\_\_\_\_ leave a message for him ?
- (iii) Yes, please tell him that I \_\_\_\_\_ to discuss the contract. He should \_\_\_\_\_ when he gets in.
- (iv) Yes \_\_\_\_\_ .

(c) The words in the following sentences are jumbled. Put them in the right order to make correct sentences :

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- (i) you phone for your call this morning thank.
- (ii) order would I place 12 reams like to an for paper of.
- (iii) you week send could us the information by the end please of the ?
- (iv) are for the we inconvenience sorry caused.

- (v) would if tomorrow you could I confirm my booking appreciate by.
3. Prepare 5 suitable slides for making a presentation on **any one** of the following topics. Number each slide in your answer book. **10**
- (a) Launching a new product.
  - (b) Suggestions to improve people's output at the workplace.
  - (c) Presentation Skills.
  - (d) Career Planning.
4. A. Compare the role of the person who chairs a meeting with that of the participants. **5**
- B. Identify at least 5 common problems faced during meetings and suggest how can they be overcome. **5**
5. Write on **any one** of the given topics in about **250** words. **10**
- (a) A good presentation will be remembered much more than a good report because it has a person attached to it.
  - (b) A visual is worth a thousand words.
  - (c) Your CV is your ticket to an interview where you can sell yourself.
  - (d) Every conversation is an opportunity for success.
  - (e) If a job is worth doing it is worth doing well.
6. Attempt **any two** of the given writing tasks, choosing **one** from a and **one** from b. **10**
- (a) Write a memo to your colleagues informing them about a meeting to be held next week. Include the date, purpose of the meeting and give any other information that is essential for the meeting.

**OR**

Write a memo to your subordinate asking him/her to make arrangements for a business trip that you need to make next week. Mention the exact dates, travel and accomodation arrangements etc.

- (b) Write a report to your boss on a Conference in which you participated. Highlight the benefits and some negative points of the Conference. 10

**OR**

Write a proposal for the Head of your Department or your boss for reorganizing your office to improve efficiency of work. Justify why it is necessary to do so and how it will help to improve the functioning.

7. Attempt the following :

- (a) Correct the mistakes in these sentences : 5
- (i) I no speak English.
  - (ii) I am agree to your suggestion.
  - (iii) I am having my own motorcycle.
  - (iv) I oftenly make presentations for our customers.
  - (v) She know I am angry with her.
- (b) Complete these sentences with suitable words : 5
- (i) I would like to \_\_\_\_\_ my presentation with a brief description of the employees welfare scheme.
  - (ii) Next I would like to \_\_\_\_\_ on the advantages of the scheme.
  - (iii) This will be \_\_\_\_\_ by information on some disadvantages of the scheme.
  - (iv) I will \_\_\_\_\_ with the example of a company that has benefitted greatly from the scheme.

- (v) Please feel \_\_\_\_\_ to ask me any questions you have, at the end of my presentation.
- (c) Here are some excerpts from a meeting. Fill in the blanks with appropriate words/phrases. 5
- (i) I would like Ms Jacob to \_\_\_\_\_ her views on the matter.
- (ii) I'm sorry, can you please \_\_\_\_\_ Ms Jacob to finish what she has to say.
- (iii) I'm afraid I don't \_\_\_\_\_ with her suggestion about increasing the number of working hours.
- (iv) I didn't \_\_\_\_\_ what you said. Can you please explain it a little more.
- (v) I \_\_\_\_\_ agree with her suggestion. I think it's very useful.
- (d) Fill in the blanks using the correct prepositions. 5
- (i) He request \_\_\_\_\_ fee concession was turned down by the Principal.
- (ii) After the fracture, he had difficulty \_\_\_\_\_ writing with his right hand.
- (iii) What is the difference \_\_\_\_\_ a lion and a tiger ?
- (iv) I have no experience \_\_\_\_\_ travelling by ship.
- (v) He was hit \_\_\_\_\_ a speeding bus.
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