

BACHELOR'S DEGREE PROGRAMME**Term-End Examination****December, 2014****ELECTIVE COURSE : ENGLISH****BEGE-104 : ENGLISH FOR BUSINESS
COMMUNICATION (EBC)***Time : 3 hours**Maximum Marks : 100*

Note : *Answer all questions.*

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

All of us would remember the days we spent in our college libraries, hunting for that nugget of information that eluded others, heads sunk into musty volumes which had been read by many before us as we prepared for that exam of our lives which would propel us into the big bad world of careers, money and ambitions.

Librarians were severe-looking men and women who insisted silence be maintained and if at all you could hear something it was the rustle of pages and short whispers. Romance blossomed and relationships were also cemented in many of those cavernous halls lined with rows of dog-eared books.

These severe-looking, but well-meaning people along with the places they run could soon become a thing of the past if one believes a study

on the Google generation just out in Britain. College students still use libraries, but they are using it less (and reading less) since they first began using Internet research tools, says the study titled 'Information Behaviour of the Researcher of the Future'.

Search services on the Internet are making us intellectually lazy, with plagiarism on the rise. We seem to have lost our ability to scribble in note-books. Blame it on the times and the age but, as the study points out, the limitless availability of information at a click of the mouse is almost making librarians redundant.

In fact, the British study — and there are some lessons to be learnt from it — says that the information literacy of young people has not improved with the widening access to technology. Instead it disguises some worrying problems. The study says Internet research shows that the speed of young people's web-searching means that little time is spent in evaluating information, either for relevance, accuracy or authority and that young people have a poor understanding of their information needs and thus find it difficult to develop effective search strategies.

The rising popularity of Internet as a research tool will inevitably impact the publishing industry, which would see print sales diminish sharply, the study said, adding that electronic books would eventually become the primary format for educational and scholarly books and monographs. Farewell to the good old library and tales of budding romances in its corridors !

Answer the following questions :

- (a) Explain the phrase 'the big, bad world of careers, money and ambitions.' 3
- (b) Why are the librarians described as 'severe-looking, but well-meaning people'? 3
- (c) What does the speed of the young people's web-searching indicate? 3
- (d) What is the future of the publishing industry in the age of the Internet? 3
- (e) Give the meaning of the following words : 3
- (i) Volumes
 - (ii) Scribble
 - (iii) Diminish
2. (a) You are the Medical Officer of an organisation. Draft a notice informing all employees about Health Day being celebrated in the office. They have to undergo a compulsory health check-up on that day. Remind them to bring their previous medical records. 10
- (b) You are the Chief Executive Officer of a German car manufacturing company. Write a short presentation for the company, justifying the company's decision to build a factory in India. 10
3. (a) You are applying for the job of an accounts officer in an organisation. Write a C.V. together with a covering letter which you propose to send to the organisation. 15

- (b) As the Finance Head of your company, write a memo conveying the Chairperson's decision of contributing a day's salary for earthquake victims of Uttarakhand. 5

4. Your brother has to participate in a Group Discussion for a job. Write a letter to him giving advice and relevant tips on how to succeed in a Group Discussion. 10

5. (a) Read the telephone conversation given below and complete it with suitable words/phrases. 5

Heena : Hello Ravi, It's Heena here. I'm meeting Karan _____ next week. Would you _____ to join us ?

Ravi : That _____ nice. When _____ ?

Heena : Wednesday. At one o'clock at the Golf Course Club.

Ravi : Oh, I'm afraid I can't come on Wednesday. I have a meeting.

Heena : That's _____ .

- (b) Fill in the blanks in the following sentences choosing the appropriate preposition from those given below : 5

for, of, to, on, in

(i) The man died _____ a heart attack.

(ii) The soldier died _____ battle.

- (iii) The politician attributed his success _____ the media.
- (iv) The police took the man in _____ questioning.
- (v) We blamed our ruined picnic _____ the rain.

6. A meeting of the Board of Directors took place on 1st and 2nd June 2012, regarding the silver jubilee celebrations of its company in October 2012. As secretary to the Managing Director, write down the minutes of the meeting.

10

7. (a) Match the questions under A with the responses under B :

5

- | A | B |
|--|--|
| (i) Can I use this library, please ? | (1) Yes, you may, but don't forget to come early tomorrow morning. |
| (ii) Do you know how a vacuum cleaner works ? | (2) Well I haven't given it a thought yet. |
| (iii) Sir, will you take extra classes tomorrow ? | (3) Sorry, I don't know. |
| (iv) Can I go home now ? | (4) Certainly you can, but first you must enroll yourself as a member. |
| (v) You intend to take part in this competition, don't you ? | (5) I may, if we are not able to cover the course today. |

- (b) Fill in the blanks in the following passage with the correct form of the verbs given in the brackets :

10

Yesterday I _____ (go) to Ashish's birthday party. When I _____ (reach) there, all my friends _____ already _____ (arrive). Ashish's parents _____ (be) not at home, they _____ (go) to the market. Before going Ashish's mother had _____ (ask) the servant to serve cold drinks to his friends. In the meantime we _____ (play) games. Ashish _____ (look) very happy. We _____ (eat) dinner at 9 p.m. Next year I _____ also _____ (celebrate) my birthday.

BACHELOR'S DEGREE PROGRAMME**Term-End Examination****December, 2014****ELECTIVE COURSE : ENGLISH****EEG-04 : ENGLISH FOR PRACTICAL PURPOSES***Time : 3 hours**Maximum Marks : 100*

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

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

1 Gartner defines cloud computing as "a style of computing where massively scalable IT-enabled capabilities are delivered 'as a service' to external customers using Internet technologies." Cloud computing allows an enterprise or individual to use files or applications over the Internet without purchasing software or storage servers. Sold by demand, usually on a pay-as-you-go model by mobile phone companies, cloud computing reduces capital deployment and operating costs.

2 Cloud computing can extensively benefit education and healthcare sectors in India for which the government must join hands with local entrepreneurs and provide incentives to the

industry, said lobby group Confederation of Indian Industry or CII, in a white paper prepared jointly with an audit and research firm. It advocated the need for creating a nodal agency that can make a blueprint on implementing cloud computing, and said that this body should also be empowered to develop a policy aimed at benefiting the common man. It added that a policy on cloud would work in tandem with the government's intentions as outlined in the National Telecom Policy that aims at bringing cloud computing to 'speed up design and roll out of services, enable social networking and participative governance and e-commerce'.

3 CII is also driving public-private-partnership models for setting up entities that would solve problems related to lack of power, connectivity and real estate and other issues using cloud connectivity. For instance, the model could be used for setting up of a national health records database by the government for healthcare services, where the government would provide for the investment in setting up the national cloud infrastructure for such a database while the private sector would provide services for upkeep of the records.

4 From a security and risk perspective, however, it is the least transparent externally sourced service delivery method, storing and processing your data externally in multiple unspecified locations, often sourced from other, unnamed providers, and containing data from multiple customers. This model not only introduces the same risks as any externally provided service, it also includes some unique

risk challenges. Obviously, a service provider has far more flexibility by avoiding specifics about its location, staff, technology, processes or subcontractors. All this makes it easier for these agencies to keep their costs down and scale to meet changing customer demands, but it also makes it harder to assess the risk to your organization from using such a service.

- 5 Organizations potentially can gain a competitive or cost advantage through selective adoption of cloud computing, but not without first taking a comprehensive look at the associated risks, ensuring that they are consistent with business goals, along with the expectations of regulators, auditors, shareholders and partners. It is especially challenging to understand the risks associated with cloud computing, and CIOs, chief information security officers, compliance and privacy officers, and line-of-business managers should be involved in the risk assessment of new cloud-based services.

(a) Say whether the following statements are True (T) or False (F) :

5

- (i) Cloud computing requires less financial investment by companies.
- (ii) The CII is the nodal agency which will develop a policy on cloud computing.
- (iii) Suggestions have been made to the government to partner with the private sector in setting up cloud computing services.

- (iv) Cloud computing can benefit education and healthcare sectors only if the government follows the National Telecom Policy.
 - (v) Cloud computing has been adopted by the government in the healthcare sector.
- (b) Answer any **five** questions : 10
- (i) In what way can cloud computing be useful in the healthcare sector ?
 - (ii) How is payment made for cloud computing services ?
 - (iii) Why is cloud computing risky ?
 - (iv) Who needs to be alert to the dangers inherent in cloud computing ?
 - (v) What suggestions has the CII made ?
 - (vi) What enables cloud computing service providers to work on low budgets ?
- (c) Complete the following sentences by choosing the best alternatives under each : 5
- (i) In paragraph 4, 'it' refers to
 - (1) cloud computing
 - (2) the public-private-partnership model
 - (3) the security and risk perspective
 - (ii) With the help of cloud computing
 - (1) the CII can create a nodal agency
 - (2) public-private-partnership models can be set up
 - (3) customers can store data and use Internet-based applications

- (iii) The main advantage of cloud computing is
- (1) it enables storage of data over the Internet
 - (2) it is consistent with business goals
 - (3) it is sold by demand
- (iv) 'To work in tandem' means
- (1) to work alongside
 - (2) to work in a team
 - (3) to work with the government
- (v) 'Least transparent' in para 4 means
- (1) one cannot see through cloud computing
 - (2) its manner of operation is not clarified
 - (3) it is risky and not secure

2. (a) Write the verb in brackets in the correct passive form : (Do any *five*)

5

- (i) I remember _____ (send) to Turkey a few years ago by my company.
- (ii) Mumbai is such a big city, anyone could easily get _____ (lose).
- (iii) I hoped _____ (take) on a guided tour of that historical city.

- (iv) I love _____ (look after) by my children on Mother's Day.
- (v) Before you board the Metro, your luggage and handbag _____ (examined) by the security staff.
- (vi) She is _____ (award) the Ashoka Chakra for her bravery.

(b) Two friends are talking about their student days. Write the verbs in the correct form :
(Do any **five**)

5

- (i) I'd _____ (go) to university a year earlier if I'd passed my exam.
- (ii) You _____ (passed) your exam, if you'd worked a bit harder.
- (iii) What _____ (you/study) if you hadn't studied Political Science ?
- (iv) I don't know. I guess I _____ (study) Public Administration.
- (v) If I _____ (know) the course was going to be so dull, I would have gone somewhere else.
- (vi) If you _____ (not/recommended) that university to me, I would have stayed here itself.

3. (a) Complete the sentences with a *relative pronoun* : (Do any **five**)

5

- (i) I went to see Harsh, _____ children I've known since they were young.
- (ii) The new flyover, about _____ there has been a lot of discussion, will soon be ready.
- (iii) She's the woman on _____ we all depend.
- (iv) He's got three cars, all of _____ are brand new.
- (v) Are you the person _____ phoned this morning?
- (vi) My brother, with _____ I share a flat, is two years younger than me.

(b) Fill in the blanks by selecting the appropriate word given in brackets against each sentence : (Do any **five**)

5

- (i) Good morning, _____ (I'm/myself) Rajiv.
- (ii) We saw a _____ (terrific/terrible) accident on the way.
- (iii) There is no way we can _____ (accommodate/compensate) your loss.
- (iv) The soft colours of the upholstery are the perfect _____ (compliment/complement) to the Persian carpet.
- (v) This vase is _____ (frail/fragile), so please don't touch it.
- (vi) He made an _____ (inflammatory/inflammable) speech, urging the employees to go on strike.

4. Write an essay of at least 250 words on any **one** of the following topics : 20

- (a) The observance of 'special days' to mark relationships (e.g. Friendship Day) or highlight issues (Blood Donors' Day) is an emerging trend. Some people think it serves a useful purpose while others dismiss it as a commercial/political gimmick. Discuss both views and give your own opinion, with relevant examples.

OR

- (b) The divorce rate in India is increasing nowadays. Some people blame the increasing emancipation of women for this. Do you agree ? Give reasons for your answer. What do you think needs to be done to reduce divorce cases ?

5. Write a dialogue on any **one** in approximately 200 words : 20

- (a) Two business partners are brainstorming and finalising on sales promotion and advertising strategies for their newly opened restaurant. Present their views and final decisions in the form of a conversation.

OR

- (b) An HR manager is interviewing a young trainee for the post of customer sales executive in an automobile firm. Present the interview in the form of a dialogue.

6. (i) You are the proprietor of Everon Corp., manufacturing air coolers and geysers. You wish to know the financial status and business dealings of Uttam Sales, who have applied to become your business agents. Write a letter to Bestech Electronics, with whom they have been doing business, requesting for the required information.
- (ii) Write a reply from Bestech Electronics, apprising you of their experience of dealing with Uttam Sales. 10+10

OR

- (i) You are the manager of Bhawani Sales, dealing in sanitaryware. You have recently received a consignment of sanitary products but it is not in accordance with the order you had placed. Write to Hindware Pvt. Ltd., complaining about the mistake and telling them what action you want on their part.
- (ii) As the sales manager, Hindware Pvt. Ltd., reply to Bhawani Sales, regretting the lapse and stating what action you have taken.
-