

BACHELOR'S DEGREE PROGRAMME

Term-End Examination

December, 2016

03204

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 :

'A great mass' of something means a great amount. When the new method of manufacturing articles in great numbers was introduced, a new name was required for it and 'Mass production' was the one that came into use.

In what ways does mass production differ from the older methods of manufacture ? Formerly a craftsman, or skilled workman, often made the whole of an article himself by hand. He put into his work all his skill, all his experience. He was proud of the fruits of his labour. His reputation, his standing among his fellows, depended on his skill and on his character. He would have been ashamed if any serious fault had appeared in his work. He was envied and admired by fellow-craftsmen whose skill was not equal to his own. Articles made in this way could

not be mass-produced. Each article differed slightly from the others; in every one there was something of the maker's individuality. The finished article was sold at a high price representing the time and the skill of the craftsman who had made it.

Many such articles, made long ago with loving care, possess a quality and a beauty that mass-produced goods cannot equal.

The Industrial Revolution saw a great increase in the population of Europe. These people wanted goods, tools, clothes, houses and all the things that make civilized life possible. The goods which they wanted had to be fairly cheap, cheap enough to be purchased out of the wages earned in a factory or a workshop.

Answer the following :

- (a) Why was the new method of manufacturing called 'mass production' ? 2
- (b) How was mass production different from the older methods of manufacturing ? 5
- (c) How did the Industrial Revolution contribute to bringing about 'mass production' ? 5
- (d) Given below are some words from the passage. Use them to make your own sentences : 3

fruits of his labour, reputation, maker's individuality

- (e) Find the words in the passage which have the same meanings as the following words : 2
jealousy, status
- (f) Find the words in the passage which have the meanings opposite to the following words : 2
unskilled, proud
- (g) Give a suitable title to the passage and give reasons for it. 3
- (h) Change the grammatical forms of the following three words as directed in brackets : 3
introduce (noun), possible (adverb), care (adjective)
2. (a) Complete the following telephone conversation with suitable expressions : 10
- A : Hello, is that Ms. Sakshi Tanwar, the marketing head of Samsung ?
- B : Yes, _____ .
- A : Hello, Ma'am. I am Shagun Batra from the Samsung outlet at Roop Nagar. I had an appointment with you at 11 o'clock today at your office in Greater Kailash. I am near India Gate now but I am afraid that I have lost my way. Could _____ ?
- B : _____ . Please speak to my P.A. and she will help you out.

A : _____ Ma'am. It is already 10:30
so I am afraid that _____ .

B : That's alright. Please take your time.

(b) Rewrite the following sentences to make
them sound appropriately polite : $5 \times 1 = 5$

(i) I am not prepared with my
presentation. Postpone it to
tomorrow.

(ii) Where is the venue for the meeting ?

(iii) Cancel all my appointments in the
evening.

(iv) It is an important telephone call. Can
I take it right now ?

(v) We cannot launch the product next
week as we had promised earlier.

3. (a) Compare the role of the interviewer to that
of the interviewee in a job interview. 5

(b) What are the features of a good group
discussion ? Mention some of the problems
that may arise during a GD and suggest
ways to overcome them. 5

4. Prepare five suitable slides for making a
presentation on any *one* of the following topics.
Number each slide in your answer sheet. 10

(a) Importance of small talk in business

(b) Different modes of communication and their
relevance

(c) Using visual aids effectively in presentations

5. Attempt any *two* of the following questions, choosing one from (a) and one from (b): $10+10=20$

- (a) Imagine that you are the Marketing Manager of a company dealing in tyres. Draft a 'sales offer' letter, advertising the commodity and assuring the receivers of the best service.

OR

You are considering purchasing some computers and office equipment for business purposes. Write an email to Global Computers Ltd. inquiring about the brands of computers available, which ones are likely to result in greater efficiency, etc. Also ask about other kinds of office equipment available at their store.

- (b) You are the Manager, Production Department of an automobile company. Recently, a lot of accidents have been reported on the shop-floor where the cars are assembled. Write a memo to your juniors instructing them to take safety measures such as wearing helmets and gloves while working at the shop-floor.

OR

Write a memo to your colleagues asking them to take eco-friendly steps while working in office, such as saving paper, using less electricity, etc.

6. Attempt the following :

(a) Fill in the blanks with suitable prepositions.

$5 \times 1 = 5$

- (i) We differed _____ the issue.
- (ii) The Chairman laid emphasis _____ the modernization of the plant.
- (iii) Let us all strive _____ excellent results.
- (iv) Once I take a decision, I stick _____ it.
- (v) Don't ask _____ more concessions.

(b) Locate the odd word in each of the following :

$5 \times 1 = 5$

- (i) Chairman, boss, president, chieftain, citizen
- (ii) Corporation, company, enterprise, undertaking, interpretation
- (iii) Adversity, poverty, charity, severity
- (iv) Demoralization, appreciation, encouragement, acknowledgement, recognition
- (v) Excel, outshine, surpass, outdo, perform

(c) Use the following words as *nouns* and *verbs* in sentences of your own.

$5 \times 2 = 10$

promise, gift, fool, address, honour

BACHELOR'S DEGREE PROGRAMME**Term-End Examination****December, 2016****ELECTIVE COURSE : ENGLISH****EEG-04 : ENGLISH FOR PRACTICAL PURPOSES***Time : 3 hours**Maximum Marks : 100*

Note : Answer *all* questions. All questions carry equal marks.

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

The crowd lining the streets of Cleveland had gone wild. People heaved and jostled against the barrier of policemen shielding the slowly approaching car. "Jesse Owens," they screamed. "Long live Jesse Owens ! Long live America !"

The tall, dark man in the open car threw both arms up into the air and waved to the crowd. Occasionally, the car stopped and Jesse Owens stood up to shake a hand or kiss a blushing teenager on her cheek, accepting flowers with a bow and a radiant smile. He lifted the three gold medals he had won at the Berlin Olympics and shouted, "I did it for you, the people of America !" A unanimous roar rent the air, "Long live Jesse Owens ! Long live America !"

The car moved on. Autograph hunters thrust their books at him. As his pen moved over yet another sheet of paper, Jesse Owens' eyes fell on a dark, skinny little boy, flattened against the car, staring wide-eyed at his hero.

"Next," said Jesse Owens, handing back the autograph book. "Next."

The little boy did not answer. He did not move.

"Next," said the fastest man on the earth. "Next. Come on now."

The boy stretched forward on tiptoe. "Gee, Mr. Owens." He nervously bit his lips. "Gee, Mr. Owens, I would do anything to become like you, to be an Olympic champion."

The tall man smiled down at the boy with dark, serious eyes. Dropping a friendly hand on the young admirer's shoulder, he said, "That's exactly what I wanted when I was your age, son." He gripped the boy by his arms and continued, "Listen, if you work for it, work really hard, you'll make it. If you believe in a thing strongly enough, you'll achieve it. You'll get it. If you think you can do it, you will. But listen." He bent his face closer to the boy's. "You have to sweat for it, slog for it. Yes man ! For years, I practically lived in my track gear, worked, ate and slept in it. It worked, boy. It worked for me. It got me where I am today. And it'll work for you too !"

The boy grasped the tall man's hand and shook it warmly. "It will work with me too, Mr. Owens, Sir," he said. "I'll do it. I promise."

The boy kept his promise. Twelve years later in 1948 at the Empire Stadium in London, a young American won the gold medal for the 100-meter dash — won it in a record time of 10.3 seconds.

His name was Harrison Dillard.

(a) Answer the following : 6×2=12

(i) Why did the crowd in the streets of Cleveland go wild ?

(ii) How did Jesse Owens reciprocate the applause of the people ?

(iii) "I did it for you," said Jesse Owens. What had he done and for whom ?

(iv) What record did Harrison Dillard make ?

(v) What advice did Jesse Owens give to the young boy ?

(vi) Pick out words from the passage having the same meaning as

– complete agreement

– work hard steadily

(b) Say whether the following statements are true (T) or false (F) : 4×2=8

(i) Jesse Owens strongly believed that nothing is denied to hard work.

- (ii) Harrison Dillard was inspired by Jesse Owens.
 - (iii) Harrison Dillard and Jesse Owens did not share the same nationalities.
 - (iv) Harrison Dillard was a man of strong determination.
2. You are an honest income tax payer. While filing the return for the year 2011 – 12 you had claimed a sum of ₹ 5,000 as refund of the excess tax paid. In spite of a couple of reminders you have not received the refund. Write a letter to the authorities concerned to look into the matter and send the refund cheque at the earliest. If this is not done, you will complain to the higher authorities. 20
3. As an inspector in the Traffic Police Department you have been asked to find out the reasons of frequent road accidents in your area. Write a report of your findings. Also suggest some measures to control the accidents. 20
4. Write an essay on *one* of the following, in about 250 – 300 words : 20
- (a) Some people are of the opinion that vegetarianism leads to good health while others think that non-vegetarian diet is the only means to give us complete nutrition. Discuss both the points of view and give your own opinion.

- (b) There are many laws for the safety and welfare of the citizens of the country. However, there should be special laws for women. Give your considered opinion on this issue.

5. (a) Fill in the blanks in the following sentences by choosing the appropriate words from brackets : 5×1=5

- (i) Neither of the two sisters _____
(is, are) qualified for the job.
- (ii) I have been working hard _____
(since, for) morning.
- (iii) He along with his friends _____
(have, has) gone to Nainital.
- (iv) He is one of those who _____
(believes, believe) in destiny.
- (v) Ten miles _____ (are, is) a long distance.

(b) Correct the following sentences : 5×1=5

- (i) The train has arrived at 10 o'clock.
- (ii) I don't stop working unless I'm not tired.
- (iii) I can't cope up with the stress of modern life.
- (iv) Ganges is a holy river.
- (v) He is very fond of travelling, isn't it ?

- (c) Do as directed. 5×1=5
- (i) She is so weak that she can't walk fast. (Rewrite using *too*)
 - (ii) He didn't attend the party last night. (Supply a question tag)
 - (iii) He _____ (work) in this office since 2012. (Fill in the blank with the suitable tense of the word in brackets)
 - (iv) The Speaker adjourned the Parliament sine die. (Rewrite in the passive voice)
 - (v) He worked hard. He won the match. (Combine the pair of sentences into a simple sentence)
- (d) Fill in the blanks choosing one of the alternatives given in brackets. 5×1=5

With the spread of modern 1 (medium, media) and technology, oral presentation has become a significant means of 2 (effective, productive) communication for scientists, engineers and other technical 3 (personal, personnel). The present situation is based on 4 (reciprocal, unilateral) action 5 (between, among) the presenter and the audience.