

06245

BEGE-104

BACHELOR'S DEGREE PROGRAMME
Term-End Examination

June, 2018

ELECTIVE COURSE : ENGLISH
BEGE-104 : ENGLISH FOR BUSINESS
COMMUNICATION (EBC)

Time : 3 hours

Maximum Marks : 100

Note : All *eight* questions are compulsory.

1. Look at the job advertisement given below and write a suitable job application along with your C.V. :

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New Horizons Telecom is looking for a Receptionist for our Noida office, who is fluent in the use of English and has good communication skills. Minimum qualification for eligibility is Higher Secondary. Candidates must apply with full details to :

Senior Manager HRD

New Horizons Telecom

213, Sector 19

Noida, UP, 201301.

2. (a) What are the differences between scheduled interviews and walk-in interviews ? 6
- (b) Write down your responses to the following interview questions : 6
- (i) Tell me about yourself.
- (ii) How do you think your education has prepared you for this position ?
- (iii) What are your three greatest strengths ?
3. (a) Write down a formal and an informal greeting along with the suitable response to the greeting. 4
- (b) Change the tone of any *two* of the following sentences to make them sound polite : 2
- (i) I am too busy to join you for dinner this evening.
- (ii) I want an appointment with your MD next week.
- (iii) Get me a taxi for the airport at 4 pm.
- (c) Explain the statement 'Every conversation is an opportunity for success'. Highlight the importance of small talk in business. 6
4. (a) Put the words in the following jumbled sentences in the right order and add the appropriate punctuation at the end : 4
- (i) help may how you I
- (ii) afraid meeting she's I'm a in
- (iii) her for you would to message leave like a
- (iv) ask this call me can her you to back afternoon

- (b) Complete the following telephone conversation with suitable words : 8

Megha : Hello ! This is Megha Razdan
_____ Sunbeam Appliances.
Can I _____ to Mr. Siddiqui
please ?

Siddiqui : This is Siddiqui _____ . _____
can I help you ?

Megha : I'm _____ about your last
order _____ 20 geysers.
_____ afraid we do not have
the brand you have _____ for.

5. (a) You get an urgent call from your home informing you that your mother needs to be taken to the hospital immediately. Write a note for your boss, who is not on his seat, before you leave the office. 6

OR

You are the team leader of a project. Write a memo to the team members asking them to attend a meeting to discuss the progress of the project.

- (b) You had delivered goods to a customer last month for which you have not received the payment as yet. Write a letter to him reminding him about the payment. 6

OR

You are not satisfied with the quality of the photocopier delivered to you by the seller. Write a suitable letter of complaint.

6. (a) Make six slides for a presentation on 'Time Management at the Workplace'. Make sure you mention the title of your presentation clearly on the first slide. 6
- (b) Write down the essential things that you need to remember during the delivery of a presentation. 6
- (c) Complete the following sentences by filling up the blanks : 4
- (i) I would like to begin my presentation with an overview _____ the pension scheme.
- (ii) I will _____ this up with details of how the scheme works.
- (iii) _____ I will highlight some of the advantages of the scheme.
- (iv) Please feel free to interrupt me _____ you have any questions during the presentation.
7. (a) Write down suitable expressions for the following situations in a meeting : 6
- (i) Asking for clarification from somebody since you did not understand what he/she said.
- (ii) Asking for the Chairperson's permission to interrupt.
- (iii) Completely disagreeing with someone.

- (b) You need to call a department meeting of the members of your staff to discuss the problem of too many people taking leave in the last three months. Write down a suitable agenda for such a meeting.

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OR

An important foreign business visitor is visiting your company next month. Write down the agenda for a meeting called to discuss important issues regarding his visit.

8. (a) Write a proposal for the Head of your Department for a new way of dealing with customers, which you wish to introduce in your department.

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OR

Write a proposal for your boss for reorganizing your department, which could result in better quality of work.

- (b) You work in the sales department of your company. You have not done well in the last 3 months and sales have dropped significantly. Your boss has asked you to make a study of the problem and report to him. Write down this report for your boss.

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OR

You have recently had an accident on the shop-floor because of which one of the workers was injured seriously. You have made a study of the incident and investigated the cause. Write a report for your Manager.

BACHELOR'S DEGREE PROGRAMME**Term-End Examination****June, 2018****ELECTIVE COURSE : ENGLISH****EEG-04 : ENGLISH FOR PRACTICAL PURPOSES***Time : 3 hours**Maximum Marks : 100**Note : Attempt **all** questions.*

1. Read the following passage and answer the questions given below it :

Despite the fact that too much fat can be harmful, a moderate fat intake is actually essential for the maintenance of good health. Some of the symptoms of fat deficiency include flaking skin, emaciation, reduced functioning of the immune system and fertility problems. Recent studies have linked fat-free diets to increased stress and aggression. In fact, those who try to eliminate fat completely from their

food intake may be at risk of eating disorders. A small amount of fat in a meal will produce a feeling of satiety which lasts much longer than the sensation of fullness produced by proteins or carbohydrates. At least two spoons of fat per day are needed for the digestive system to absorb vitamins A, D, E and K, which are fat soluble. These vitamins are essential for healthy hair, skin, teeth and eyes. Without the ability to absorb these vitamins, children run the risk of developmental and neurological disorders. Adults need these vitamins to manufacture fertility hormones.

Some types of fats actually reduce harmful cholesterol levels. Polyunsaturated fats such as corn, soyabean and sesame oil and monounsaturated fats like chicken fat and olive oil seem to lower blood cholesterol, while saturated fats – those found in red meat, dairy products and tropical oils seem to raise the level of the kind of cholesterol that accumulates like plaque on arterial walls. Paying attention to the type of fat consumed is just as important as reducing total fat intake.

(a) Say whether the following statements are *True or False (T/F)* : 10

- (i) Some amount of fat intake is necessary for proper health.
- (ii) Total fat free diet leads to stress and aggressive behaviour.
- (iii) Foods containing proteins and carbohydrates are more satisfying than those containing fats.
- (iv) Vitamins A, D, E and K are necessary for healthy hair, skin, teeth and eyes.
- (v) All types of fats increase harmful cholesterol.

(b) Answer the following questions briefly : 10

- (i) What impact do dairy products have on our health ?
- (ii) Out of chicken and red meat, which is better for human health and why ?

- (iii) Choose the most appropriate answer to complete the given statement :
The main focus of the passage is on
- A. the need to take a balanced diet.
 - B. the importance of fats in our diet.
 - C. managing the level of cholesterol.
 - D. importance of vitamins in our diet.
- (iv) Give a suitable title to the passage.
- (v) Find the words in the passage which are opposite in meaning to the following words :
- beneficial
 - increase

2. Write a letter to the editor of a leading newspaper saying that in the present era of gender equality, women should not be given any special privileges in comparison to men. 20

3. Write an essay in about 250 words on any *one* the following topics : 20

- (a) Domestic violence is the breeding ground for juvenile crime.
- (b) Extracurricular activities likes yoga and sports can help avert crime among teenagers.
- (c) Should students take part in politics ?

4. As a Company Secretary of J.K. Synthetics, write a notice to all the members/shareholders informing them about the date, time and venue of the Annual General Meeting. 10

5. (a) Fill in the blanks with the correct form of the verbs given in the brackets. 5

(i) By the time I reached the station, the train _____. (leave)

(ii) I _____ (already pay) for my return journey.

(iii) The flyover _____ (dedicate) to the nation last Sunday.

(iv) The Sun _____ (rise) in the East.

(v) Olympic Games _____ (hold) every four years.

(b) Frame questions to which the following may be answers : 5

(i) The post office opens at 10 o'clock.

(ii) English literature is my favourite subject.

(iii) I have one brother and one sister.

(iv) India became a Republic on January 26, 1950.

(v) I was born in Mumbai.

(c) Rewrite the following sentences correctly : 5

- (i) Everybody is working hardly to meet the deadline.
- (ii) Please let me know how much is the fare.
- (iii) I am understanding the lesson now.
- (iv) One of the burglars were caught red handed.
- (v) He owns several paintings with Satish Gujral.

(d) Fill in the blanks choosing the appropriate word/phrase from the ones given in brackets : 5

- (i) He nibbled _____ (a/at a) pizza slice.
- (ii) Industry needs to keep abreast _____ (with/of) the latest developments to remain competitive.
- (iii) Synthetic substitutes are not a real _____ (alternative/alternate) to natural food.
- (iv) I want to learn _____ (further/farther) about the evolution theory.
- (v) When my mother was young she _____ (use to/used to) work very hard.

6. Write short notes on any *two* of the following : 2×5

- (a) Report Writing
 - (b) Basic Principles of Business Correspondence
 - (c) Uses of Memo
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