

**BACHELOR'S DEGREE PROGRAMME**  
**Term-End Examination**

10485

June, 2019

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

*Time : 3 hours*

*Maximum Marks : 100*

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**Note : All questions are compulsory.**

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

**The Letter of Application**

A job applicant generally writes a job application in one of these three situations :

1. In response to an advertisement
2. An unsolicited application in a situation where he/she wants to be considered for a job if and when there is a vacancy
3. A situation where he/she learns from someone about a vacancy which has not yet been advertised

The most common situation is the first one, where you apply in response to a job

advertisement. The role of the application letter is to draw a clear connection between the job you are seeking and your qualifications listed in the resumé. Through the letter you should match the requirements of the job with your qualifications, emphasizing how you are suitable for that job. A common mistake made by applicants is providing a lengthy summary of the CV in the job application. A good job application selectively mentions information in the CV, as appropriate, summarizing the key information that will emphasize your suitability for the job. This helps to make the connection with the specific job.

A job application is as important as Curriculum Vitae and must be carefully drafted and neatly written out. In this letter you should :

- Confirm that you wish to apply and mention the post and advertisement/state that it is an unsolicited application/mention that you have learnt there is a vacancy – whichever of these is applicable to the situation. In this paragraph mention your most important qualification as and also state one eye-catching, attention-getting thing about yourself in relation to the job or to the employer that will cause the reader to want to continue.

- State why you are interested in the position or the organization and relate your interests with that of the company. Highlight just those aspects of your interests that make the connection with the job you are seeking.
- Present your work experience, education, training and skills to enable the reader see the match between your qualifications and the requirements for the job. Highlight your relevant skills and experience which make you a suitable candidate. Refer to the CV that has more detailed information.
- End positively, offering to provide any further information and expressing hope for an interview. In the last paragraph of the application letter, you can indicate how the prospective employer can get in touch with you. This is the place to urge the prospective employer to contact you to arrange an interview.

One of the best ways to make a job application effective is to pay attention to details, examples, specifics about related aspects of your educational and employment background. A letter that is too general and

vague might not generate enough interest in the reader to turn to the CV. So work on selective details that make your letter stand out, and help to substantiate the claims you make about your skills and experience.

- (a) Answer the following questions briefly in your own words : 10
- (i) What is the purpose of a job application ?
  - (ii) Should the job application include any of the information given in the CV ?
  - (iii) How should one begin an application ?
  - (iv) Why is it important to be specific while writing a job application ?
  - (v) How should one conclude an application ?
- (b) Find suitable words from the passage to match the meanings given below : 5
- (i) Not asked for
  - (ii) A position in a company that needs to be filled
  - (iii) Relationship
  - (iv) Future
  - (v) Needs

(II) Write your own CV paying attention to the subheadings. 10

2. (a) How would you prepare for a face-to-face job interview ? 5
- (b) Write down your responses to the following interview questions : 6
- (i) Tell us something about your interests.
- (ii) Talk to us about what you think is your biggest achievement so far.
- (ii) Which quality or skill helped you to achieve what you did ?
3. (a) Demonstrate the difference between a formal and informal greeting. 2
- (b) Rewrite the sentences using contracted forms. 2
- (i) I am in charge of the Hyderabad district.
- (ii) You do not need to wear formal clothes this evening.
- (iii) How is your health now ?
- (iv) She will be here any minute now.

- (c) Change the tone of the following sentences to make them sound polite : 3
- (i) I don't like visiting museums.
  - (ii) I want an appointment with your Manager next week.
  - (iii) Get me a cup of tea.
- (d) What is small talk ? Name some popular topics that are safe for small talk in India. 5
4. (a) Put the words in these jumbled sentences in the right order and add the appropriate punctuation at the end : 4
- (i) away visit he's afraid on official an I'm
  - (ii) please back tomorrow call you could
  - (iii) talk please I can to Iyer Mr.
  - (iv) line hold please the you could
- (b) What would you say on the telephone in the following situations ? 4
- (i) You want the caller to wait while you find out if your boss has come back to her cabin.
  - (ii) You offer to take a message from the caller.
  - (iii) You want the caller to call next week.
  - (iv) You are the caller and need to make an appointment with someone.

5. (a) You need to take leave tomorrow to take your mother to the hospital for a check-up. Write an application to your boss requesting for leave. 6
- (b) Write a letter to a customer to remind him about a payment that is overdue. 6
6. (a) What tips would you give to a newcomer on the use of visuals in a presentation ? 5
- (b) Prepare 6 slides for a presentation on a new product or service offered by the place where you work. 6
7. (a) Write down suitable expressions for the following situations in a meeting : 5
- (i) Beginning your meeting
  - (ii) Stopping someone from interrupting you
  - (iii) Asking for a clarification
  - (iv) Expressing partial agreement with someone's opinion
  - (v) Concluding the meeting
- (b) Write a suitable agenda for a meeting to plan and discuss arrangements for an important visitor to your company. 6

8. Many of your colleagues in the department report late for work. Your boss has asked you to study the problem and report back to her. Write the report.

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

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

1 Some people believe that you have to be a special kind of a person to sell a product. But although it is clear that a successful sales representative does need special talents and an outgoing personality, many of the skills he uses are used by us all : we build and maintain relationships with different kinds of people, we listen to and take note of what they tell us, and we explain things to them or discuss ideas with them.

2 A firm may depend on their own sales team and/or on the salesmanship of their distributors, wholesalers or retailers. But any company needs to establish a personal relationship with its major clients ('key accounts') and potential customers ('prospects'). It is often said that 'people do business with people' : a firm doesn't just deal impersonally with another firm, but a person in the buying department receives personal visits from people representing the firm's suppliers on a regular basis – or in the case of department stores or chain stores, a team of buyers may travel around visiting suppliers.

3 Keeping sales people 'on the road' is much more expensive than employing them to work in the office as much of their time is spent unproductively travelling. Telephone selling may use this time more productively, but a face-to-face meeting and discussion is much more effective. Companies involved in the export trade often have a separate export sales force, whose travel and accommodation expenses may be very high. Servicing overseas customers may consequently often be done by phone, fax or email and personal visits may be infrequent. Many firms appoint an overseas agent or distributor

whose own sales force takes over responsibility for selling their products in another country.

4 A sales department consists of many people who are based in different parts of the country or the world, who don't have the day-to-day contact and opportunities for communicating with each other that office-based staff have. For this reason, firms hold regular sales conferences where their entire sales force can meet, receive information and ask questions about new products and receive training.

Answer the following questions :

- (a) The skills of a salesperson are similar to the skills that we all require in our daily life. Discuss. 3
- (b) What do you mean by the term 'people do business with people' ? Give examples from the passage. 3
- (c) List ways in which a salesperson need not be 'on the road' but yet do business efficiently. 2
- (d) Why do companies have sales conferences ? 2
- (e) Give a title to the passage. 2

(f) State whether the following statements are *True* or *False* (T/F) : 4

- (i) Sales people are usually introverts.
- (ii) To sell their products, a company must depend on its own sales team.
- (iii) It is not very productive to make the sales people travel constantly.
- (iv) In sales conferences, new products are discussed.

(g) Find words/phrases from the passage which have the similar meaning as the following. 4

- (i) Extrovert (para 1)
- (ii) Customers (para 2)
- (iii) Fruitfully (para 3)
- (iv) As a result (para 4)

2. As a Company Secretary of a reputed tractor manufacturing company, draft a notice regarding the Annual General Meeting (AGM) of the shareholders. Mention the date, time, venue and the detailed agenda.

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3. As a Sanitary Inspector, you have visited the slums around your city. Give a detailed report of the insanitary conditions of the area, suggesting some measures for improvement. 20
4. Write an essay on any *one* of the following topics given below in about 250 – 300 words : 20
- (a) Valuing the environment is important
  - (b) Life without internet for one week
  - (c) Population control is the biggest need of the day
5. (a) Correct the following sentences : 5
- (i) She said that she has bought expensive books.
  - (ii) One should not depend on his children.
  - (iii) One of my friend is going abroad next week.
  - (iv) Ganges is a holy river.
  - (v) Neither of us were happy to see the result.

(b) Rewrite the following sentences in Indirect Speech :

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- (i) Rani said, "Anu, who has given you this pen ?"
- (ii) Zoya said, "Mother I intend going to Lucknow tomorrow."
- (iii) Aryan said, "Wow, we have won all the matches."
- (iv) Anuradha said, "Where were you all these days, my son ?"
- (v) Ruby said, "Mother, please bake a chocolate cake for my friend's birthday."

(c) Rewrite the following sentences in the passive voice :

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- (i) They completed the flyover bridge much before the deadline.
- (ii) Somebody has stolen my pen.
- (iii) Dhoni made 20 runs in 10 balls.
- (iv) Rishi plucked apples from the orchard.
- (v) All the members will attend the meeting.

(d) Do as directed :

- (i) Did you have \_\_\_\_\_ nice holiday ?  
Mine was \_\_\_\_\_ the best I've ever had.

(Fill in the blanks with appropriate articles)

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- (ii) My office is \_\_\_\_\_ the first floor.  
It's \_\_\_\_\_ the left as you come out  
\_\_\_\_\_ the lift.

(Fill in the blanks with suitable prepositions)

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