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**BEGE-104**

**BACHELOR'S DEGREE PROGRAMME  
(BDP)**

**Term-End Examination**

**December, 2020**

**BEGE-104 : ENGLISH FOR BUSINESS  
COMMUNICATION**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** *Answer all questions.*

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

As Indians, we shy away—and rightly so—from generalizations. It is impossible to frame a single picture of India : the reality of India depends on where you stand. This has been particularly true of our track record in education; since it was a state subject, India's states tackled the challenges around education in their own ways, and came up with very different results.

The states that did succeed in making progress in school education were the ones that addressed the challenges of educating poor students head-on. The charge was led by the south, which had a history of mass education. The southern kingdoms of Mysore, Travancore, Cochin and Baroda had long emphasized schools for the poor, and their Maharajas had made grants towards mass education and funded schools through the treasury. In both Travancore and Cochin, an emphasis on basic education across castes helped establish *pallikudams* and *kudipallikudams*, the equivalent of kindergarten and primary schools, in the nineteenth and twentieth centuries.

This meant that post-independence governments in the south tended to emphasize schooling for the poor far more than those in north India. The Tamil Nadu Chief Minister K. Kamaraj implemented the mid-day meal scheme, which the Madras Presidency had

pioneered in 1923, across the state's schools. The scheme took on the responsibility of providing one cooked meal to school children, as well as uniforms and text-books. This was expanded by the Chief Minister M. G. Ramchandran, popularly known as MGR, and by 1984 the scheme covered all Tamil Nadu students aged two to fourteen. The scheme was also rechristened with what is probably the longest abbreviation for a government scheme in India, the PTMGRNMP (Puratchi Thalaivar MGR Nutritious Meal Programme).

In Kerala, school education was influenced by a motley collection of progressive movements—led by the Churches, the Ezhavas, the Nairs and the communist parties—and the state placed an early emphasis on making schooling universal. The state introduced an amendment in its very first Legislative Assembly to make education free and compulsory, and rapidly involved grass roots organizations and parents in the drive towards universal schooling.

(a) State whether the following statements are true *or* false : 5×1=5

(i) It is difficult to frame a single picture of India in the sphere of education.

(ii) Education in India is managed and implemented by the state governments.

(iii) In Travancore and Cochin there was an emphasis on primary education.

(iv) The mid-day meal scheme concerned itself with children who were two years of age.

(v) The state of Kerala emphasized on early lifelong learning.

(b) Answer the following questions :

(i) Why did the Southern states attain success in implementing mass school education ? Give any *three* reasons. 3

(ii) .....since it was a state subject, .....  
What does "it" refer to ? 1

- (iii) What comprised the “motley collection of progressive movements” in Kerala ? 2
- (iv) There are different reasons for progress in school education in Tamil Nadu and Kerala. State *two* differences. 2
- (v) Give a suitable title to the passage. 2
- (c) Make a sentence each with the following words/phrases : 5
- (i) impossible
  - (ii) track record
  - (iii) mass education
  - (iv) triggered
  - (v) challenges
2. (a) Fill in the blanks with the appropriate form of verbs given in brackets : 10
- (i) I.....(walk) to school when I.....(see) a car accident. The police.....(come) and.....(give) a challan to one of the drivers.

(ii) By the time the U.S.....(send) a man into space (1962), the Russians.....(already/put) a man into space (1967). When an American astronaut.....(step) on the moon in 1969, no person.....(ever/walk) on the moon before.

In 2003, NASA.....(complete) hundreds of successful space flights. When the Columbia mission took off in 2003, NASA.....(have) only two serious accidents in its space programme.

(b) Fill in the blanks with appropriate prepositions : 10

- (i) The strain is telling.....his health.
- (ii) I saw.....the trick he was playing on all of us.
- (iii) We are.....war with them.
- (iv) The thunder was accompanied.....a heavy shower of rain.
- (v) I do not believe.....what he says.
- (vi) I tried to dissuade him.....joining the film industry.

(vii) Let me acquaint him.....the facts of the case.

(viii) She accused the boy.....stealing.

(ix) This dish is not.....my taste.

(x) He was awarded a prize.....his bravery.

3. (a) Write a letter to the Deputy Commissioner of Police, New Delhi, North Zone, complaining about the theft of your car and the inaction on the part of the local police. 10

(b) Draft an application letter and CV in response to the following advertisement. 5+5

We require the following persons immediately.

(i) Accountant

(ii) Account Assistants

Suitable candidates with detailed bio-data may apply immediately to Royal Motor Company, Mukherjee Nagar, New Delhi.

4. (a) As Personnel Manager of B.E.L., write a memo for circulation among all department heads of different units emphasizing : 10

(i) Staff attendance

- (ii) Staff punctuality
  - (iii) Suggestions for remedial action.
- (b) Write a short note in about **150-200** words on 'preparing a portfolio' and its importance. 10
5. Write short notes on any **four** of the following, giving examples : 5×4=20
- (i) How to face an interview ?
  - (ii) How to conduct yourself during a phone-in interview ?
  - (iii) The importance of small talk in business.
  - (iv) Characteristics of a business report.
  - (v) The importance of visual aids in presentations.
  - (vi) The role of a chairperson in a meeting.