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BEGE-104

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

**Term-End Examination
December, 2022
BEGE-104 : ENGLISH FOR BUSINESS
COMMUNICATION**

Time : 3 Hours

Maximum Marks : 100

Note : *All questions are compulsory.*

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

The media plays an important role in any modern society in moulding public opinion. It has its own constraint. Like any enterprise, it has to make profit. The media presents news, views and analysis tailored to suit what the readers would like. It also has to create headlines, look for something shocking, exciting or thrilling. But Pokhran, or an Indian victory

P. T. O.

in a cricket match, or some other positive events does not occur every day. Generally, the focus is on the negative; a gory event a worrying developments. Such coverage has gone to a point that a situation much worse than is actually the case is being presented. We do not at all believe that the role of the press is neither to criticize, nor to highlight problems. There is also at times a need to exaggerate events to make a point. But we also feel that it is time now that the media attempts a more positive outlook, reporting at least one positive event a day ! Devote a part of the paper to say something good about India which is real and not false. If the major papers do this, there will be a great attitudinal change in the country. Similarly, the electronic media can also help to create a new climate : report one good event a day not just from a metropolis or city but from different parts of the country. Let us discover our heroes and heroines who silently work all over the country. These heroes and heroines

just fade away in the memories of people because their accomplishments have not been documented or reported by media—electronic or print.

- (a) (i) What role does the media play in any modern society ? 3
- (ii) Why does media always try to look for exciting and thrilling news ? 3
- (iii) If there is no exciting news what does the media report ? 3
- (iv) Every day if one good event is reported by the media what would be the effect ? 3
- (v) What do you understand by the phrase media—electronic or print ? 3
- (b) (i) Find words from the passage which mean same as the following : 2
Business; involving violence.
- (ii) Find two words in the passage which are opposite in meaning to each other. 2
- (iii) Give a suitable title to the passage. 1

2. Define the role of a chairperson in a formal meeting. 15
3. As a Marketing Manager of a Publishing House you have been asked to investigate the reasons for the decline in sales of your books. Write a report in about **200** words. 15
4. As a supervisor, write an e-mail to an employee who has been absent for more than a week, without applying for leave or sending verbal information. 15
5. In response to an advertisement in The Hindustan Times for the post of a Marketing Manager in a business house, write an application. Also write a C. V. appropriate for the post. 15
6. (a) Do as directed : $1 \times 5 = 5$
 - (i) It is very stupid of me to forget your name.
(Rewrite as an exclamatory sentence)
 - (ii) Airplanes fly faster than birds.
(Rewrite using positive degree)

(iii) She speaks rather well, ?

(Supply a question tag)

(iv) The teacher said, "Aryan, why didn't you complete the paper ?"

(Rewrite in indirect speech)

(v) As soon as I reached the station the train left. (Rewrite using 'No sooner')

(b) Rewrite the following sentences in the passive voice : $1 \times 5 = 5$

(i) Someone has picked Nita's pocket.

(ii) They formed him guilty of murder.

(iii) His behaviour sometimes vexes me.

(iv) The enemy bombarded the city.

(v) Do not insult the weak.

(c) Rewrite the following sentences correctly :

$1 \times 5 = 5$

(i) He was late, isn't it ?

(ii) I'm having a lot of money in my pocket.

(iii) One must keep his promise.

- (iv) When you went to the market ?
- (v) One of my brother is a pilot.
- (d) Form questions corresponding to the bold parts in the following sentences : $1 \times 5 = 5$
- (i) The Rajdhani express leaves **at 8 o' clock.**
- (ii) **English** is my favourite subject.
- (iii) She lives in **Jaipur.**
- (iv) I reached late because the **bus broke down.**
- (v) She has **two sons.**