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**BACHELOR'S DEGREE PROGRAMME****Term-End Examination****June, 2014****ELECTIVE COURSE : ENGLISH****BEGE-104 : ENGLISH FOR BUSINESS COMMUNICATION  
(EBC)****Time : 3 Hours]****[Maximum Marks : 100****Note** :- Answer All questions.

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

Some people look at business travel as a necessary evil. Travelling in and out of strange cities is not an attractive proposition for them. They wish to get done with it as quickly as possible and get back to the safe niche of their homes and offices. For others, traveling for business is the answer to a lifelong dream : The opportunity to see new places, meet new people and learn more about the world in which we live. Whether you enjoy business travel or feel like an accidental tourist, it would be useful for you to learn some tips that could make your trips more enjoyable and less stressful.

*Questions :*

- (1) Travel light but don't forget the essentials. The real business trip needs a laptop, power supply, foreign plug adapter (if needed) and files you'll need for any meeting or presentation.

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- (2) Necessary toiletries also need to go in your hand baggage. You don't want to be stranded without a toothpaste, or your comb !
- (3) Suitable clothes, just enough, or may be one extra change in case of an emergency should do the job. Don't overload your self with baggage. You don't want to deal with coolies during business trips. A suitcase or bag that you can pull along is advisable. Suitability of the clothes will depend upon the weather conditions at your destination as well as the kind of people you need to meet and the events you must attend.
- (4) Some dry snacks and a mineral water bottle should help you cope with unforeseen delays at odd places where there's no safe food available.
- (5) Book tickets in advance. It's recommended that you book your tickets as soon as your program is finalised so that you can ensure confirmed tickets of your first choice. Frequent business travellers must travel comfortably to reduce the stress and drudgery of travel and to be relaxed and fresh enough to cope with work needs immediately after they disembark. In case of a tickets, don't wait till the last minute to take a printout. The Internet or power might let you down and leave you stranded.
- (6) Hotel bookings need to be taken care of in advance too. Choose a hotel that's close to your place of

work and fulfils your essential requirements of phone, fax, computers or wi fi, meeting rooms etc. No doubt, cleanliness, food and entertainment as well as extra facilities like gym swimming pool etc are equally important. Call to confirm your bookings before you leave.

- (7) If you are travelling to a new place, it would be useful to equip your self with a map, directions and information about the place. In the case of an overseas trip this is even more important. You don't want to be lost in a foreign land with little or no understanding of their language and culture !

Good travel preparation can definitely help to minimise your stress and get the most out of your trips. Happy travelling !

- (i) Match these statements with the appropriate numbered tips for travel given in the passage. One is done for you :

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- (a) Convenient and comfortable accommodation

Answer : Tip 6

- (b) Business accessories

- (c) Stranded and hungry !

- (d) Sorry you are waitlisted !

- (e) Baggage overload

- (f) Personal essentials

- (g) Travelling overseas

- (h) Which way do I turn ? Is any one listening ?

- (ii) Read the first paragraph and decide whether you would like to travel for business purposes. Why ? 4
- (iii) Why is it essential to know about the weather of the place you plan to visit ? 2
- (iv) What extra precaution should you take when you visit a new place ? 2
2. Do as directed :
- (i) Rewrite the following sentences to make them sound appropriately polite : 5
- (a) Where is the post office ?
- (b) Keep the samples ready for me by tomorrow afternoon.
- (c) We cannot give you the loan you have asked for.
- (d) I want this report before you leave the office today.
- (e) Don't interrupt while I am speaking.
- (ii) Complete the following telephone conversation with suitable expressions : 5
- (a) Hello, this is Garima from G I Motors. How ..... ?
- (b) Could you please ..... to Ms Sanyal ?
- (c) Yes, sure, could you please ..... ?
- (d) Thank you.

- (e) Hello, I'm Mrs Sanyal's assistant ..... she's in a meeting and cannot ..... at the moment. Would you like to leave a message for her ?
- (iii) The words in the following sentences are jumbled. Put them in the right order to make correct sentences : 5
- (a) to welcome today's meeting to I'd like you.
- (b) that as agenda is meeting today's the for know Mr. Pandit's you visit.
- (c) tell preparations for like I'd Ms. Sheetal us to about to the ?
- (d) report preparing a of experts is the team.
- (e) to point move us let now the next.
3. Prepare *five* suitable slides for making a presentation on any *one* of the following topics. Number each slide in your answer-book : 10
- (i) Welcoming new employees to your company
- (ii) Proposal for buying new furniture for your office
- (iii) How to prepare for job interviews
- (iv) The importance of a portfolio.
4. (a) How can a chairperson ensure that the objectives of a meeting are achieved ? 5
- (b) Outline the importance of agenda and minutes in a meeting. 5

5. Write on any *one* of the given topics in about **250** words :
- (a) Presentations are not about what you say but how you say it.
  - (b) A picture speaks louder than words.
  - (c) Recognizing and understanding cultural diversities is essential for effective communication.
  - (d) Going for a job interview is no different than going for an exam.
  - (e) Attempt any *two* of the given writing tasks choosing one from A and one from B.
6. Write a memo to your subordinate informing him that you will be away for a conference on the first 3 days of next week. Mention any three things you would like him/her to attend to in your absence.

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*Or*

Write an email to your customer informing him/her that you will be visiting their area next week and would like to pay a visit to them. Ask them for a convenient day and time.

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7. As a team leader, write a report to your boss on the poor sales performance of your team in the district assigned to you. Explain why this happened and how you plan to improve sales in the next three months.

Or

Write a proposal to the Head of your Department on the need for training the staff of your department. Justify why it is necessary to do so and how it will help to improve the functioning.

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8. Attempt the following :

(A) Complete the sentences by inserting suitable prepositions :

(i) We're looking ..... somebody with good communication skills.

(ii) You will work ..... the Marketing department.

(iii) You will report ..... the Marketing Manager.

(iv) We usually have meetings ..... Friday afternoons.

(v) You will be part ..... a team of six Management trainees.

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(B) Complete the sentences with suitable words :

(i) I would like to ..... my presentation with a brief outline of my topic.

(ii) In the first part of my presentation I will ..... a brief history of our company.

(iii) I will ..... this up with the present status of our company.

(iv) In the ..... part I will talk about some of our future plans.

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- (v) At the end of my presentation I will .....  
questions from the audience.
- (C) Here are some tips on meetings. Look at the given options in italics and choose the right ones :
- (i) We ..... *must/can* ensure that meeting begin and end on time.
- (ii) For this we ..... *should/have* to stick to the agenda of the meeting.
- (iii) Participants ..... *need not/should not* speak out of turn.
- (iv) The chairperson ..... *have to/ought* to ensure that all members get a chance to express their views.
- (v) Everyone ..... *needs to /had to* come well prepared. 5
- (D) Here are a few sentences that belong to a business letter. Fill in the missing words :
- (i) Thank you ..... your letter of 26 October enquiring about our products.
- (ii) We are ..... to send you a copy of our new catalogue.
- (iii) We are also ..... our latest price list and order forms.
- (iv) If you need ..... other information please do not hesitate to write to us.
- (v) We ..... forward to serving you. 5



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**BEGE-104/EEG-04****BACHELOR'S DEGREE PROGRAMME****Term-End Examination****June, 2014****ELECTIVE COURSE : ENGLISH****EEG-04 : ENGLISH FOR PRACTICAL PURPOSES****Time : 3 Hours]****[Maximum Marks : 100**

**Note** :- Attempt All questions. Internal choice had been given.

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

In the face of extraordinary advances in the prevention, diagnosis, and treatment of human diseases, devastating illnesses such as heart disease, diabetes, cancer and diseases of the nervous system, such as Parkinson's Disease and Alzheimer's Disease, continue to deprive people of health, independence, and well-being. Research in human developmental biology has led to the discovery of human stem cells (precursor cells that can give rise to multiple tissue types), including embryonic stem (ES) cells, embryonic germ (EG) cells, and adult stem cells. Recently, techniques have been developed for the in vitro culture of stem cells, providing unprecedented opportunities for studying and understanding human embryology. As a result, scientists can now carry out experiments aimed at determining the mechanisms underlying the conversion of a single, undifferentiated cell, the fertilized egg, into the different cells comprising the organs and tissues of the human body.

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Although it is impossible to predict the outcomes, scientists and the public will gain immense new knowledge in the biology of human development that will likely hold remarkable potential for therapies and cures. There already exists evidence from animal studies that stem cells can be made to differentiate into cells of choice, and that these cells will act properly in their transplanted environment. In human beings, transplants of hemotopoietic stem cells (the cells which eventually produce blood) following treatments for cancer, for example, have been done for years now. Further, somewhat cruder experiments (e.g., the transplantation of fetal tissue into the brains of Parkinson's patients) indicate that the expectation that stem cell therapies could provide robust treatments for many human diseases is a reasonable one. It is only through controlled scientific research that the true promise will be understood.

Derivation of ES cells from early human embryos, and EG and fetal stem cells from aborted, fetal tissues raise ethical, legal, religious, and policy questions. Further, the potential uses of stem cells for generating human tissues and perhaps, organs, is a subject of ongoing public debate. Guidelines or policies for the use of human biological materials have been issued at many levels, from internal review boards to the National Bioethics Advisory Commission, which recently released a detailed report on the use of such materials. Existing policies cover all aspects of research, from the use of cell lines in laboratories, to human subjects protections, that will

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surface in the consideration of stem cell research. It is essential that the public be educated and informed about the ethical and policy issues raised by stem cell research and its applications.

(A) Answer True or False :

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- (i) Devastating illnesses such as Parkinson's and Alzheimer's Disease can now be prevented and diagnosed due to extraordinary advances in medicine.
- (ii) Studies on animals prove that stem cells can be changed into different types of cells.
- (iii) There is a debate about the use of stem cells on human embryos.
- (iv) Transplantation of all kinds of stem cells in human beings has been done in cancer treatments.
- (v) Stem cells can be obtained from fetuses.

(B) Answer any *five* questions :

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- (i) What kinds of stem cells are a recent discovery ?
- (ii) What do scientists hope to understand through experiments on stem cells ?
- (iii) Which stem cell transplants in human beings have been successful ?
- (iv) What steps are being taken to keep the public aware of issues in stem cell research ?
- (v) What new developments in stem cell research have provided scope to study embryology ?
- (vi) From where are ES and EG cells obtained ?

(C) Complete the following sentences by choosing the best alternatives under each :

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(i) The passage tells us that :

- (a) stem cell research may be illegal and unethical
- (b) Use of stem cells to 'manufacture' organs is a controversial issue.
- (c) The public is uninformed about stem cell research.

(ii) Scientists are now trying to understand :

- (a) how to develop stem cells
- (b) how to solve ethical issues related to stem cell research
- (c) how to treat human illnesses through stem cell therapies.

(iii) There is proof that :

- (a) stem cells can cure Alzheimer's disease.
- (b) stem cells can split and develop if transplanted to new areas.
- (c) animal stem cells can cure cancer.

(iv) The National Bioethics Advisory Commission has :

- (a) researched on the use of stem cells.
- (b) reported on the debate over the use of stem cells.
- (c) informed the public about the potential uses of stem cells.

- (v) The latest research on stem cells has been :
- (a) an animal studies
  - (b) in vitro-culture
  - (c) transplanting hematopoietic stem cells.

2. Complete the following sentences by using the appropriate form of the word given in brackets :

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- (i) The stench of disease ..... (prevail) everywhere.
- (ii) In magnetic discs, data is ..... (retrieve) in any order.
- (iii) Electronic waste releases ..... (hazard) chemicals in the air.
- (iv) ..... (civil) demands that if a person offers his hand to shake, one must accept.
- (v) In some schools students are severely ..... (punish) for using their mother tongue.
- (vi) "It was him". She pointed an (accuse) ..... finger at the boy.
- (vii) We ..... (return) from work when we got the call.
- (viii) How many of us have the courage to follow our passion instead of (opt) for the safe route of a regular job ?
- (ix) I am ..... (toy) with the idea of ..... (pursue) a course in retail management.
- (x) The passage on 'animal and plant cells' has ..... (discuss) the important differences between animals and plant cells.

3. (a) Complete the following paragraph, using the given words to clarify the relationship between the statements :

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While so but one way when ..... we write about a process/procedure we have to follow the natural time sequence. .... of doing this is to produce one sentence for each step. .... . This would result in a monotonous line-up of sentences which would be very boring. .... depending on the importance of the steps you can combine two or more steps in one sentence. An important or complicated step can be explained in one or two sentences, ..... two or more less complex steps can be condensed into one sentence.

- (b) Fill in the blanks by selecting an appropriate word given in brackets against each sentence : (Do any five).

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- (i) He was ..... (famous/notorious) for his reckless driving.
- (ii) The child was ..... (allured/lured) into following the man by being offered sweets.
- (iii) The tree ..... (yielded/surrendered) a lot of fruit.
- (iv) The story was ..... (tepid/torrid) enough to attract attention.

(v) She took up photography as a ..... (vocation/  
vacation).

(vi) He was an ..... (eminent/imminent) lawyer.

4. Write an essay of at least **250** words on any *one* of the following topics :

(a) Nowadays, malls are coming up in virtually every town of the country. Some people think this is a good trend and will fuel economic growth, but others oppose it, saying that it will wipe out small traders. Discuss both views, giving relevant examples and give your own opinion on the issue.

(b) The use of fertilizers and pesticides in farming has generated a log of debate. What are its benefits and dangers and what could be done about it ? 20

5. Write a dialogue (approx. **200** words) on any *one* :

(a) A school Principal is interviewing an applicant for the post of a teacher for classes V–VIII in a particular subject. Present the interview in the form of a dialogue.

*Or*

(b) Two friends are discussing the increasing trend of using foul and abusive language in films/T.V. today, and expressing differing opinions about whether it should be permissible or not. Present the discussion in dialogue form. 20

6. (a) (i) You are the sales manager of Quick Track Technologies, manufacturing anti-virus software. You had sent a consignment of goods through Zedex, to your clients, Empire stores, in Hyderabad, but they have not received the goods. Write a letter of complaint to Zedex.
- (ii) Draft a reply from the Manager, Zedex, apologising to Quick Track Technologies for the lapse and state what action you have taken in the matter.

*Or*

- (b) (i) You are the Managing Partner of Fab Foods Pvt. Ltd., manufacturing processed foods. Write to your bankers requesting for an overdraft on your current account for a given amount and time.
- (ii) As the Relationship Manager of the Bank, draft a reply allowing for the overdraft but with changed terms and conditions.