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Your Roll No.

8622

B.Com./III

AS

Paper XV. BUSINESS ENGLISH

(Admissions of 2006 and onwards)

Time : 3 Hours

Maximum Marks : 100

(Write your Roll No. on the top immediately on receipt of this question paper.)

Note :— The maximum marks printed on the question paper are applicable for the students of the SOL/NCWEB/Non-formal cell. These marks will, however, be scaled down proportionately in respect of the students of Regular Colleges at the time of posting of awards for compilation of result.

Attempt *All* questions.

Do all parts of a question together.

- I. Write short notes in about 50 words each on any *five* of the following :

5×3=15

(a) Paralanguage

(b) Intimate Space

- (c) Chronemics or Time Language
- (d) EQ (Emotional Quotient)
- (e) Information Overload
- (f) Web indexes
- (g) Extranet
- (h) Teleconferencing
- (i) E-resume.

2. Answer any *three* of the following in about **100** words each : 3×5=15

- (a) What is a line structure ? Write down some of its advantages.
- (b) What is the purpose of writing a business report ?
- (c) What is the role of a chairperson in a meeting ?
- (d) What is the 3M approach in communication ?
- (e) What is fax ? List some of its features.

3. Answer the following questions in about 150 words each :

2×9=18

- (a) (i) Mr. Jaideep Das has gone to US to clinch a business deal. His business counterpart there is friendly but he does not invite Mr. Das home for a meal or to meet his family. This makes Mr. Das unhappy and unsure about securing the business contract. How will you explain the American businessman's behaviour to Mr. Das and make him feel better ?

Or

- (ii) How is Indian society different from western society ? Give some examples to explain your answer.

- (b) (i) What is gender gap ? What measures would you suggest to bridge this gender gap ? Briefly describe each of them.

Or

- (ii) A male passenger refuses to fly in a plane which has a woman pilot. What are the factors responsible for his gender discriminatory attitude ?

4. (a) (i) A garment company has incurred losses in the previous financial year. As Secretary to the Vice-President of the Company, draft a memo on her/his behalf asking all department heads to suggest ways of cutting down costs and increasing profit margins. 8

Or

- (ii) Draft a circular informing all employees of a company about the decision taken at the AGM in April about celebrating 'Health Day' each month and the reasons for doing so.
- (b) (i) Draft an online complaint about the defective consignment of garments received from the supplier in Singapore. 8

Or

- (ii) Write an email to your telephone service provider requesting it to relocate/transfer your landline phone to a new address. You may also ask them if they charge for this service, how long the process will take, when they would activate the new phone etc.

5. (a) (i) Your younger brother has an important interview coming up. Write a letter advising him about how to face an interview and how he should prepare for it. 8

Or

- (ii) Your sister has to negotiate an important deal with a Western firm. What strategies would you suggest so that she may be able to negotiate successfully ?
- (b) (i) The Delhi government has advertised that it is offering land to be developed by private companies for building residential complexes. It has requested all interested firms to send a short proposal giving relevant details and its feasibility. Write a short proposal on behalf of your organization to the Delhi Government containing a letter of transmittal, an executive summary and the main body of the proposal. 8

Or

- (ii) Write a short report in the memo style format to the head of your department about the survey you

had conducted of the in-house cafeteria's ambience, hygienic standards, seating arrangements and the quality of food served in it.

6. (a) Make sentences with any *five* of the following words/phrases so as to bring out their meaning in the business context :

diversity, network, correspondence, miscommunication, salutation, opinion, appendix, monotonous. 5

- (b) Change the voice in the following sentences. The first one has been done for you as an example. 5

(1) *Many houses were destroyed by the tsunami.*

Answer : The tsunami destroyed many houses.

(2) Inexpensive ways for people to have fun are provided by parks.

(3) My brother taught me the principles of speaking English.

(4) A kitten was chosen by the family to have as a pet.

- (5) The thieves broke the office furniture.
- (6) Unfortunately my plan was ruined by my business competitor.

(c) Given below are some questions and answers about a business trip. Complete the questions using words from the list below. Then match each question to the correct reply. The first one has been done for you as an example.

5

Which	How	Was	Who	Why	Did
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- (1)Why.....did you go ? (a) Yes, a few.
- (2)did you meet ? (b) Yes, it was very useful.
- (3)you make any (c) Some of our agents.
useful contacts ?
- (4)long did you stay ? (d) To do some market research.
- (5)hotel did you stay in ? (e) A week.
- (6)the trip a success ? (f) The Sheraton.

- (d) A publishing company is planning a new magazine for men. Read the notes and write complete sentences about their plans. The first one has been done for you as an example. 5

Title	<i>Indian Man</i>
Target audience	Men aged 20-50
Circulation target	50,000 copies per month
Articles	Sports, Health, Work, Fashion
Cover price	Rs. 50/- per issue
First issue	Mid December

- (1) *intend/call*

They intend to call the magazine *Indian Man*.

- (2) *aim/sell/to*

- (3) *hope/sell*

- (4) *intend/have*

- (5) *plan/charge*

- (6) *hope/publish.*