

This question paper contains 8+2 printed pages]

Your Roll No.

5132

B.Com./III A

Paper XV—BUSINESS ENGLISH

(Admissions of 2006 and onwards)

Time : 3 Hours

Maximum Marks : 75

(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 regular colleges (Cat. 'A'). These marks will, however, be scaled up proportionately in respect of the students of NCWEB at the time of posting of awards for compilation of result.

Attempt All questions.

1. Write short notes in about 50 words on any *five* of the following : 5×2=10

(a) Evaluative listening;

(b) Blogs;

P.T.O.

- (c) Intranet;
- (d) Feedback;
- (e) Chronemics;
- (f) Selective Perception;
- (g) Types of meetings;
- (h) Informational Reports.

2. Answer any *three* of the following in about **100** words each : 3×3=9

- (a) How does horizontal communication help organizational functioning ?
- (b) List some advantages of the formal channel of Communication.
- (c) Bring out the difference between perception and ethnocentrism. Give *one* example of each.
- (d) What are some of the things (at least **5**) you should avoid while writing an e-mail ?

- (e) List some (at least *seven*) of the guidelines you have to keep in mind while participating in a meeting.

3. Answer the following questions in about 150 words each : 2×5=10

- (a) (i) How does a sense of time/punctuality differ across cultures. Give an example to illustrate your answer.

Or

- (ii) What do you understand by corporate culture and corporate values ? Elaborate on some internal changes you would like to make in your organization which will reflect your organization's culture.
- (b) (i) Define stereotype. How does it have an impact upon gender relations at the workplace ? Give an example.

Or

(ii) What do you understand by sexual harassment ? Define it as per the guidelines formulated by the National Commission for Women in 2001.

4. (a) (i) As Senior Manager (HR), write a memo to the Manager (HR) suggesting an in-house training programme on a regular basis for all employees. 2x6

Or

(ii) Write an office order as Vice President (Sales) asking Ms. Ratna Malik (Sr. Sales Manager) to take additional charge of the Production Department for a month as the Head of this Department is going on leave.

- (b) (i) You have seen an advertisement in The Times of India for the job of an accountant in a multinational company. Write a letter in response to the advertisement and include your resume in it.

Or

- (ii) As Manager (Finance) of a company, write an e-mail to the Manager (Sales) of the same company, seeking clarification about the bills submitted by the sales department on account of advertising and promotion of company products.

5. (a) What is the purpose of a long business report ?
Imagine that you have to write a long report on setting up a new plant in the north eastern part of the country. List all the elements to

P.T.O.

be included in the report and elaborate on any *two* of them. 2×7

Or

Your organization proposes to purchase office furniture for their new office. Five companies have sent in their proposals in response to your advertisement. Write a short report in memo style comparing the proposals in terms of quality, quantity, expenditure etc. and recommend to your Director any one company for the job.

- (b) Imagine that you have to participate in a group discussion on the topic "Introduction of semester system in Delhi University". Write at least 6 points in favour of or against the topic.

Or

Your friend has to chair a meeting in his organization. Suggest to him/her some of the things that he/she needs to do as chairperson for conducting a smooth and successful meeting.

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

5×1=5

- (i) Communication;
- (ii) Preside;
- (iii) Netiquette;
- (iv) Hierarchy;
- (v) Organization;
- (vi) Bilingual;
- (vii) Negotiation;
- (viii) Promotion.

(b) Change the voice in the following sentences : 5

(i) Your behaviour surprises me.

(ii) It is now time to invite applications.

(iii) It is a suitable time to start a new project.

(iv) This office was built by the founder of the company.

(v) The factory was damaged by the fire.

(c) Choose the *correct* word from the ones given in brackets and complete the sentences : 5

Sales began at 30,000 units in January and increased.....(slight/slightly) to 32,000 units in February. There was a.....(sharp/sharply) rise.....(to/by) 38,000 in March.....(due/led) to the introduction of a new price discounting scheme.

Our competitors launched a rival product in March and this resulted.....(in/from) a.....(dramatic/dramatically) fall to 25,000 units in May. But we ran a summer advertising campaign and sales increased.....(steady/steadily)..... (to/by) 2000 units a month throughout June, July and August until they stood..... (in/at) 33,000 in September. In October, sales increased(dramatic/dramatically) to 45,000 units.

- (d) Complete the sentences with a word from the list below :

5

Invest, owed, wasting, made, spent

- (i) In 2009, the group.....Rs. 4 million from investments in overseas companies.

- (ii) The accountants advised us to repay 15% of what we.....to the banks.
- (iii) The shareholders criticized the board for.....so much money on unnecessary trips abroad.
- (iv) My stockbroker suggested I should..... in a South East Asia Unit Trust.
- (v) The government.....over Rs. 3.5 crores on a research and development project.