

[This question paper contains 8 printed pages.]

223

Your Roll No.

B.Com. / III

D

Paper XV – BUSINESS ENGLISH

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 NCWEB.
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.

1. Write short notes in about **50 words** each on **any 5**
of the following : (5×3=15)

(a) Word stress

(b) Sign Language

(c) Filtering

(d) EQ (Emotional Quotient)

P.T.O.

- (e) Perception
 - (f) Web directories
 - (g) Buyers and sellers
 - (h) Groupware
 - (i) Hypertext
2. Answer **any 3** of the following in about **100 words** each. (3×5=15)
- (a) What is a grapevine channel? List at least 3 advantages of this form of Communication.
 - (b) What are the disadvantages of using a telephone? List at least 5.
 - (c) What is commercial correspondence? What are the functions that it performs?
 - (d) What is corporate culture?
 - (e) How is the World Wide Web different from the internet?
3. Answer the following questions in about **150 words** each : (2×9=18)

- (a) (i) It is Ms Lal's first day at office as senior production manager. Most of the men are unfriendly to the point of being rude to her. They cannot accept a woman as their boss and show their dislike by not co-operating with her. As the CEO of the organization, what steps will you take to end this kind of behavior and gender bias ?

OR

- (ii) What is the glass ceiling syndrome? What are the factors responsible for it ?
- (b) (i) How do social differences impact business practices ? Write briefly about each of them.

OR

- (ii) As a member of the interview board, you find a woman applicant to be most suitable to head the Human Resources Department. What arguments will you give to convince other board members to select her ?
4. (a) (i) As Secretary to the Vice-President of the Company, draft a notice and write an agenda as well on her/his behalf informing all department personnel and heads of other

P.T.O.

departments to attend a meeting to discuss and finalize budget allocations for the coming financial year. (8)

OR

- (ii) Write an office order as VP (HR) asking Ratan Bhagat (Senior Sales Manager) to take additional charge of Production Department for a month as the previous Manager is proceeding on leave.
- (b) (i) Draft an online complaint about the new but defective mobile you had bought recently through the company's website. (8)

OR

- (ii) As a sales manager you have come up with a new marketing strategy for the company's new product – an eco-friendly water heating system. Write an e-mail to the Senior Sales Manager telling her about your strategy and how it will benefit the sales of the product.
5. (a) (i) Your friend has to make a call to her/his overseas business partner in order to discuss the launch of a new product. But s/he is not sure how and when to call his partner. Write

a letter to your friend explaining how to make such a call and what factors should be kept in mind while doing so. (8)

OR

- (ii) Your younger brother, Mukesh has to make a presentation for the marketing of a new product launched by his company. What tips would you give him in order to make an effective presentation ?
- (b) (i) Write a short proposal on behalf of your organization to the Delhi Government for the development and maintenance of parks near metro stations in the city. (8)

OR

- (ii) Write a report in the letter style format to the CEO of your company about the survey you had conducted of the existing security measures around the Power plant and your suggestions for making the place safer and more secure.
6. (a) Make sentences with **any 5** of the following words/phrases so as to bring out their meaning in the business context :

e-resume, miscommunication, corporate culture, ethnocentrism, strategy, appendix, monotonous

(5)

- (b) Use the phrases given below in sentences according to the situation. Write the complete sentence. The first one has been done for you as an example. (5)

Could you.....?	Can I.....?
'May I.....?	Would you.....?
Can you.....?	Could I.....?

- (i) You want to use a colleague's computer.

Answer : May I use your computer for a while ?

- (ii) You want to ask your boss to go home early from office.
- (iii) You want to ask your team leader some questions about the project.
- (iv) You want your colleague to give you a lift home.
- (v) You want to tell your subordinate to complete the month end sales report within 2 days.
- (vi) You want to borrow a book from a lady colleague.

OR

(c) Choose the correct word in each sentence. (5)

(i) Thank you for sending the *information/informed* brochure that I had asked for.

(ii) That was an *interested/interesting* lecture.

(iii) I was very *confusing/confused* after the talk by the speaker.

(iv) The new novel by John Grisham made *fascinated/fascinating* reading.

(v) I am always *surprising/surprised* by a new technology.

(d) Fill in the blanks with a suitable verb or noun + preposition from the list given below. If necessary, change the verb to its correct form before writing it. The first one has been done for you. (5)

Account for; advertise for; agree with; backlog of; base on; blame for; bring up

(i) In the middle of the meeting, the client brought up the subject of compensation.

- (ii) All reports need to be carefully written and above all _____ facts.
- (iii) The MD was very satisfied, he _____ all my recommendations.
- (iv) If we want to fill the place, we will have to _____ a qualified technician.
- (v) The management and the workers _____ each other _____ the strike.
- (vi) The clerks had to put in long hours to deal with the _____ orders.