

This question paper contains 8+4 printed pages]

Your Roll No.

2767

B.Com./III

D-I

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.)

Attempt All questions.

1. Write short notes in about 50 words on any five of the

following :

5×3=15

(a) URL

(b) Paralanguage

(c) Stress Interview

P.T.O.

- (d) Distortion
- (e) Oral Presentation
- (f) Stereotype
- (g) Gender
- (h) Group Discussions
- (i) Plagiarism
- (j) Research Proposal.

2. Answer any *three* of the following questions in about

100 words each :

3×5=15

- (a) What are the functions of a Chairperson in a formal meeting ?
- (b) What are the different grapevine patterns in informal communication ?

- (c) What are the deficiencies of the formal channel and how can they be overcome ?
- (d) List five main obstacles/barriers to communication. Explain them with examples.
- (e) What do you understand by cultural variables ? Give suitable examples.
- (f) Define a business report. Why is it used ?

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

2×9=18

- (a) (i) The proverbial battle of the sexes is a battle of stereotypes. Comment.

Or

- (ii) Discuss the role of space language in an inter-cultural context.

P.T.O.

- (b) (i) Why is diversity management an important issue today ?

Or

- (ii) What do you understand by gender gap ? Give five ways of bridging this gap.

4. Answer the following questions : 2×8=16

- (a) (i) In the light of the decision taken at the annual general body meeting of the Board of Directors of Eureka Forbes, the HR Manager has been asked to prepare a circular. As the HR Manager draft a circular regarding all that needs to be done for the observance of "Cleanliness Month" in June 2014.

Or

- (ii) Draft a notice for the students of your college inviting comments and suggestions about how this year's college festival can be made more environment friendly. You are Latika Gupta/Ravish Sahni, President, Students Union.
- (b) (i) You are Cynthia Angel/John Smith, marketing VP of Pashupatinath Industries Limited. Next month, from 15th to 20th, there is going to be a sales meet at Hotel Oberoi Maidens, New Delhi for all the members of the sales team. Draft a Memo that will be sent to all the sales persons, telling them about the meet and also asking them to bring the follow-

ing with them :

- Details of their individual performance over the last one year.
- Ideas about how performance can be enhanced.
- Incentives that they feel will help them work harder.
- Their response to the 'Ethics Pledge' and how they can contribute towards fulfilling the company's goals.

Or

- (ii) Draft an office order wherein you mention about the surprise check, of the month's balance sheet, made by Susan O'Brien, VP, Finance and found that Rs. 51 lakhs were unaccounted for.

5. Answer the following questions : 2×8=16

(a) (i) Draft the minutes of the meeting of the Board of Directors of Shraddha Enterprises, at which the following matters were discussed :

- Annual increment to be given to the employees for the year 2013-2014.
- Retirement of CEO Mr. Krishnamurthy.
- To decide how employees can be convinced to save paper.

Or

(ii) Write a report to Vishwanathan Ramamurthy, MD, Bharati Sales Corp. about the overtime put in by the staff, the hourly wage that was decided for the overtime and the total amount that will have to be paid to the employees who put in overtime.

- (b) (i) Write an e-mail to Ms. Suhasini Sen, Senior Sales Manager, Aurobindo Sales Corp., to place an order for 250 file folders, 100 punching machines, 100 staplers (small size), 100 staplers (big size) and 50 cartridges of black ink for office printers. You are Vinita Nanda, Head, Purchase Department, Unique Enterprises, Mumbai.

Or

- (ii) Write a letter of complaint to Ratna Malik, Manager, Dispatch Department, Vasundhra Building Enterprise, telling her about the faulty building material received. Mention all the items that are found to be below standard and their quantity. Ask her to replace the said items or the payment will not be made to her Enterprise. You are Ritika Lehari/Ramesh Gautam, Head, Procurement Department, Ashwin Housing Society.

6. (a) Make sentences with any *five* of the following words/ phrases in your own words so as bring out their meaning in a business context : 5×1=5

illogical, prejudice, harassment, patriarchy, social parameters, bias-free language, globalization, chain of authority.

- (b) Fill in the blanks with *who*, *whom* or *which* : 5×1=5

(i) The person impressed me most was Damini Shah.

(ii) The person you interviewed first appears to be the most suitable for the job.

(iii) The CV you showed me yesterday needs to be changed a little.

(iv) She has good references from her employers

..... are Shah Enterprises.

(v) It is the CEO with you have

been corresponding.

(c) Complete the sentences choosing the *correct* verb from those given below and change the form of the verb

wherever required :

5×1=5

open, look, send, move, stop

(i) The CEO into the matter of

fraud by Mr. Ram Avtar.

(ii) She going to office since

January, 2014.

(iii) Their firm in 1997 and since then

it has made great progress.

(iv) They their office from Preet Vihar
to Model Town.

(v) She the letter of resignation
by post.

(d) Fill in the blanks with the *correct* phrase given

below :

5×1=5

break down, take over, use up, look into, run into

(i) Their company is ready to many
smaller companies.

(ii) The firm will all the raw
material to produce the required goods.

(iii) The VP of the company has to
the financial crisis hitting the company.

(iv) As soon as they start their company, they will

..... a lot of competition.

(v) There was a major in the

factory yesterday.