

This question paper contains 8+2 printed pages]

Your Roll No.....

7695

B.Com./III

E-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 the questions.

Do all parts of a question together.

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

following :

5×3=15

(a) Business Negotiation;

(b) Video Conferencing;

(c) Diversity;

P.T.O.

- (d) SWOT analysis;
- (e) Hierarchy;
- (f) Gender Stereotype;
- (g) Feedback;
- (h) 3M approach;
- (i) Encoding.

2. Answer any *three* of the following questions in about **100** words

each :

3×5=15

- (a) What are the different functions of communication, particularly in business context ?
- (b) When are office orders normally written ? Explain with examples.

- (c) What are the details that need to be included in the letter, while placing an order ?
- (d) How can horizontal communication help in the functioning of an organization ?
- (e) List *five* advantages of upward communication and give suitable examples.
- (f) Define personal space and explain the various parameters.
3. Answer the following questions in about **150** words each :

2×9=18

- (a) (i) Why is it important to be gender sensitive at the workplace ? Illustrate your answer with examples.

Or

(ii) How is Indian society different from Western Society ? Discuss at least *five* such differences.

(b) (i) Is dress a social variable ? How does it impact the workplace ? Discuss.

Or

(ii) Define glass ceiling. What are the factors responsible for glass ceiling ? How can it be removed ?

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

(a) (i) Draft a notice for your organization explaining how the office can be made more gender friendly.

You are Radhika Gupta/Ravinder Sahni,

Manager, HR.

Or

(ii) Write an office order banning the entry of an employee, suspended earlier, into the office premises.

(b) (i) Draft the notification and agenda for the meeting scheduled for 20th June, 2014. You are Malini Kumar/ Arvinder Singh, Secretary of your company.

Or

(ii) Write a Memo to the Production Manager of your company about a complaint by a customer for not attending to an urgent communication. You are R.N. Sawhney/S. Lata, MD of your company.

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

(a) (i) Write an e-mail to the Manager, State Bank of India, requesting for a loan of Rs. 1 crore to help company expand its present operations and open a new manufacturing unit. Give valid reasons for the request of the loan. You are Nalini Sharma/Naresh Yadav, MD of the company.

Or

(ii) On behalf of the Officers' Association of your bank, write a letter to the Management to increase the conveyance allowance for the bank employees. You are Nisha Khanna/K.C. Pahwa, President of your Association.

- (b) (i) Write a report to the Board of Directors regarding the voluntary retirement scheme to be offered to the employees.

Or

- (ii) Write a report about the need to computerize the activities of your department.

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

monosyllables, presentation, code, grapevine, subordinate, origin, peer-group, stereotype, diversity, organizational chart.

(b) Fill in the blanks with *who*, *whom* or *which* : $5 \times 1 = 5$

(i) The man,.....was driving the car, was hurt badly in the accident.

(ii)are you talking to ?

(iii) A person,.....is addicted to work, is called a workaholic.

(iv)one of these is your car ?

(v) The boy,.....you beat, is my brother.

(c) Complete the sentences choosing the *correct* verb from those given below and change the form of the verb wherever required : $5 \times 1 = 5$

agree, work, supply, call, arrest

(i) The CEO.....the meeting to order.

(ii) The thief.....by the police.

(iii) Their firm.....to the terms and conditions of our firm.

(iv) There.....of water in the office premises for two days.

(v) She.....in the HR department for three years.

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

Change the form of words if required : $5 \times 1 = 5$

interfere with, conflict in, form of, arise from, just about.

(i) The main difficulty in diagonal communication

.....the fact that it bypasses the chain

of reporting relationships.

(ii) We should try not to.....the chain of authority.

(iii) Communication is not.....speaking the same language.

(iv) Prejudice can bringrelationships.

(v) Power equations can be a.....gender discrimination.