

English and Business Communication

Roll No.....

Time allowed : 3 hours

Maximum marks : 100

Total number of questions : 6

Total number of printed pages : 5

NOTE : Answer all questions.

PART – A

1. (a) Write an essay of about 300 words on **any one** of the following :

- (i) Arrival of foreign universities in India
- (ii) Food price inflation
- (iii) Global economic crisis : All is well !

(10 marks)

(b) Make a *précis* of the following passage in about **one-third** of its length and suggest a suitable title (*Use précis-sheet given at the end of the answer book*) :

Accounting is defined as 'the language of business' as it is the medium to record business activities resulting into profit or loss and financial position. The financial statements prepared are a medium of communication with the stakeholders. Accounting processes document all aspects of financial performance of the business, from costs (capital or revenue) to revenue and owners' equity.

An understanding of the financial data contained in accounting documents is regarded as essential to reaching an accurate picture of a business's true financial well-being. Armed with such knowledge, businesses can make appropriate financial and strategic decisions about their future; conversely, incomplete or inaccurate accounting data can cripple a company, no matter its size or orientation. The importance of accounting as a barometer of business health – past, present, and future – and tool of business navigation is known to one and all. An accounting system contains information relevant to a wide range of people, its stakeholders.

Commerce education at the undergraduate level is highly general. The emphasis is more on theory and very little practical knowledge, whereas whatever accountants do is all practical. The accountants who are working with small enterprises are deficient in understanding and interpretation of legal requirements of accounting and business. They feel stranger to newer forms and returns, and increasing e-filing. Even the present day accountants being employed by large organisations find difficulties in understanding the ever increasing legal provisions and compliances.

Worldwide accounting is done through computers, the IT education has not reached to a large mass of employable youth in India. Due to lack of knowledge and skills, the Chartered Accountants have to devote more time on making them understand as to what is to be done and how it is to be done. The businesses have to pay

higher fees to Chartered Accountants as their services are time-rated. India has a large pool of 10+2 pass outs in search of gainful employment, but without necessary vocational education, thus not employable. The role of banks has increased considerably in conducting business. Traditional accountants often feel uncomfortable with banking transactions. Due to globalisation, the organisations are having greater exposure to international transactions, but accountants have difficulty to deal with them.

(362 words)

(8+2marks)

2. (a) Attempt the following as directed against each :

- (i) Raman gets up early every morning and brews coffee for his wife. His wife leaves for work. _____ (Than / Then) Raman _____ (lays / lies) down for a nap. (Choose the correct words to fill-in the blank spaces.)
- (ii) She is that rare politician _____ (who / whom) has strong ethical _____ (principals/ principles). (Choose the correct words to fill-in the blank spaces.)
- (iii) The science of numbers and their operations is known as _____. (Fill-in the blank space choosing the correct word - mathematics / mathamatics - to convey the correct meaning.)
- (iv) Tsunami was a disastrous event. Who can forget the _____. (Fill-in the blank space choosing the correct word - tradegy / tragedy - to convey the correct meaning.)
- (v) You always pass failure on way to _____. (Fill-in the blank space with antonym of the underlined word.)
- (vi) The dreams were really disturbing, and I told my husband that I must have a guilty conscious. (Change the underlined adjective to noun.)
- (vii) "Breaking news from Toy Fair : Barbie and Ken have broken up ! After 43 years of dating, its all over for the prince and princess of plastic." (Change the possessive pronoun to contraction.)
- (viii) The overnight rise _____ Dalal Street was not maintainable. (Write appropriate preposition in the blank space.)
- (ix) We cannot have negative thoughts about the manager. (Change into positive sentence.)
- (x) Blueline bus kills 60-year old man alive. [Avoid unnecessary word(s).]

(1 mark each)

(b) Choose the most appropriate answer from the given options in respect of the following :

- (i) The term 'secretarius' conveys the meaning –
 - (a) Officer of the highest cadre
 - (b) Confidential officer to whom confidential matters can be entrusted
 - (c) Officer in default
 - (d) None of the above.

- (ii) Having no hair on the head is called –
- (a) Bald
 - (b) Dumb
 - (c) Deaf
 - (d) Bold.
- (iii) A 'sleeping partner' in a partnership firm refers to that partner –
- (a) Who sleeps all the time
 - (b) Who becomes partner without any investment
 - (c) Who invests money in the firm but does not take active part in running it
 - (d) Who is a partner in many firms.
- (iv) The term 'mainland' means –
- (a) The capital city of a country
 - (b) The largest province of a country
 - (c) The main area of land of a country not including islands and separate territories
 - (d) The area which is the most prosperous in a country.
- (v) The prefix 'poly' in the word 'polygon' denotes –
- (a) Huge
 - (b) Small
 - (c) Many
 - (d) Single.

(1 mark each)

3. (a) Make sentences of your own using the following pair of words to bring out their meanings :

- (i) Buy - Bye
- (ii) Assure - Ensure
- (iii) Sign out - Sign in
- (iv) Beat - Beet
- (v) Pole - Poll.

(1 mark each)

(b) Words have different meanings in different contexts/situations. Make sentences of your own using the following words to bring out their two different meanings :

- (i) Bail
- (ii) Drawings
- (iii) Fat
- (iv) Nuclear
- (v) Trial.

(2 marks each)

P A R T – B

4. (a) State, with reasons in brief, whether the following statements are correct or incorrect. Attempt **any five** :

- (i) The two mistakes most organisations make during difficult times are – not communicating enough and not communicating well enough.
- (ii) The two words – 'please' and 'thank you' have been used too much and in future they should be used sparingly.
- (iii) Words can hurt.
- (iv) All the channels through which message is sent across have the same strengths and weaknesses.
- (v) Formality kills conversation.
- (vi) Gossip at work is always unwelcome.
- (vii) To communicate ideas, they are often given various forms.

(2 marks each)

(b) How does a 'proforma invoice' differ from an 'invoice' ? If an importer has asked you (an exporter) for a proforma invoice, what details will you mention in it ?

(10 marks)

O R

You are a banker. One of your business customers has asked you for a term loan against certain securities. The securities so offered are not sufficient. Draft a reply advising the customer to offer more securities so as to grant the loan immediately.

(10 marks)

5. Attempt **any three** of the following :

- (i) The Institute of Nuclear Medicine and Allied Sciences (INMAS), Timarpur, Delhi - 110 054 of the Defence Research and Development Organisation (DRDO) requests for registration from reputed book suppliers in India for the supply of current science & technology and medical books for a maximum period of three years. Draft a tender notice for the same.

: 5 :

- (ii) What are the practical requirements of drafting a letter of enquiry ?
- (iii) What points must be kept in mind while drafting a charge sheet ?
- (iv) It has often been observed that people fail to write a telegram properly. What errors are generally committed in writing a telegram ?

(5 marks each)

6. Attempt **any three** of the following :

- (i) A 'memorandum' can be divided into various segments, like-heading, opening, context, task, summary, discussion and closing. Briefly explain these segments as to what is being written therein.
- (ii) Suggest the essential tips for writing a press release.
- (iii) SMS (Short Messaging Service) is a great innovation in the field of communication, but not free from limitations. What are these limitations ?
- (iv) You are working with the Securities and Exchange Board of India (SEBI). Recently, SEBI has received an application from United Stock Exchange to start trading in currency futures. Jayse Capitals of Delhi holds 15% share and Bombay Stock Exchange (the anchor investor) another 15% in it. Draft a reply (only the body) granting permission with the condition that Jayse Capital must bring down its shareholding to 5% within 6 months, since in this case Bombay Stock Exchange (BSE) happens to be the anchor investor.

(5 marks each)

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