

BACHELOR'S DEGREE PROGRAMME

Term-End Examination

June, 2015

ELECTIVE COURSE : ENGLISH

**BEGE-104 : ENGLISH FOR BUSINESS
COMMUNICATION (EBC)**

Time : 3 hours

Maximum Marks : 100

Note : Answer all questions.

1. Read the passage given below and answer the questions that follow it :

An important aspect of socializing is 'small talk' — informal conversation about things that are not important but establish your goodwill towards the other person and allow you to get to know him/her better. Light casual conversation or small talk happens all the time between casual acquaintances, people travelling together on the same bus or train, people you meet in the course of your work, etc.

The difference between socializing and chatting with your friends is that you have known your friends for a long time and can be open with them while small talk is made with people you may not know at all or slightly. Therefore, while socializing you have to be careful about the topics you choose to talk about. Avoid subjects that can give offence and do not ask probing personal questions (about age, salary or marital status, for instance).

Normally the conversation arises from the immediate surroundings: the weather, buildings and places, hotels, arrivals and departures, meals, entertainment, the news of the day, etc. Very often the topics flow from the conversational context. The answers to questions and the comments that follow can provide a lead to the next topic. When someone makes small talk with you, do not give only monosyllabic 'Yes' or 'No' answers. Add an opinion or comment or ask for the other person's opinion or feeling. This shows that you are interested and care about the other person.

Another important aspect of small talk is the timing — how long should you carry on with it. The simple answer is not too long, particularly in a formal or business situation. One should not wait for the guest to signal that it is time for work or move on by looking at the watch or flipping open the file or briefcase.

- (a) State whether the following statements are *True* or *False* : 5×1=5
- (i) Small talk does not help in socializing.
 - (ii) It is not proper to ask probing questions when you meet new people.
 - (iii) Small talk does not require you to express your opinions.
 - (iv) In formal situations, small talk takes a lot of time.
 - (v) People indicate that it is time to stop talking by looking at their watches.

(b) Answer the following questions briefly : $5 \times 2 = 10$

- (i) What is the aim of small talk ?
- (ii) Why do you think subjects that give offence should be avoided during socializing ?
- (iii) Point out one difference between chatting and small talk.
- (iv) Why are simple 'Yes' or 'No' answers not suitable during small talk ?
- (v) List at least five topics that are safe for small talk.

2. (a) Write a short report in letter style on the feasibility of opening a canteen for students on the IGNOU campus. 10

(b) You are the Personal Assistant to the Executive Director of a company. Draft a Notice and Agenda for a meeting of the Board of Directors, the focus of which will be Corporate Social Responsibility. 10

3. (a) As Senior Accounts Manager of an organisation, draft an e-mail to the Accounts Officer, asking about the progress in the preparation of the Balance Sheet of the company, as the financial year draws to a close. 10

(b) As Incharge (Marketing), draft a memo to ask managers of various departments to convey in writing their requirement for LCD projectors within a week of the issue of the memo. 5

4. (a) The government has advertised that it is offering land to be developed by private companies for building commercial complexes. It has requested all interested companies to send a short proposal giving relevant details and cost of the project. Write a short proposal on behalf of your organisation in response to this advertisement. 10
- (b) A client has defaulted on payment for goods which have already been delivered. Write a first collection letter to the client requesting payment for the same. The letter should be a mild reminder. 10
5. (a) Fill in the blanks in the following passages with the correct form of the verb given in brackets :
- (i) He was _____ (learn) typing before he joined this office as a junior assistant. He _____ (attend) classes for seven months. Now, he _____ (be) the most efficient typist in this office. He _____ (work) in this office for the last two years. Next month he _____ (get) a promotion. 5×1=5
- (ii) When I _____ (reach) Neha's house yesterday, a man _____ (sit) there. He had a familiar face but I did not _____ (recognise) him. After he _____ (leave), my friend told me his name. I then _____ (remember) that I had met him earlier at Neha's house. 5×1=5

(b) Given below are some answers. Provide appropriate questions to them : $5 \times 1 = 5$

- (i) Yes, I am doing English Honours.
- (ii) She has two brothers.
- (iii) No, it is not very expensive.
- (iv) Mrs. Gupta is going to Indore tomorrow.
- (v) I am doing my home assignment.

6. (a) Two classmates Karan and Seema are discussing the advantages and disadvantages of Internet in today's world. Karan is in favour of Internet and feels it is good for students whereas Seema feels that it has more disadvantages than advantages. Write a dialogue between them giving five turns (sentences) to each of them.

10

(b) Rewrite the following sentences in reported speech :

$5 \times 1 = 5$

- (i) Mohan said, "I can't understand English."
- (ii) She said, "I will come to your house in the evening."
- (iii) Neha said, "I have bought a new dress."
- (iv) He said, "My family is going to Bangalore tomorrow."
- (v) The teacher said, "Please turn to page 22 in your Science textbook."