

PARUL UNIVERSITY
FACULTY OF ARTS
M.A. Summer 2017 – 18 Examination

Semester: 2
Subject Code: 15202181
Subject Name: English for Business

Date: 16/05/2018
Time: 10:30 am to 01:00 pm
Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.**(08)****A. Fill in the blanks with correct letters to form a word for the description given. Apply your knowledge of Business vocabulary learned and write full spelling in your sheet.**

1. Goods that are carried by ship, train or aircraft are called 'f _ _ _ _ t'.
2. A product used in the home is a 'ho _ _ _ _ ld product'.
3. Pieces of electrical equipment used in people's homes are 'app _ _ _ _ _ s'.
4. The words 'clothing' and 'drinks' are conversational. In a business context you often see the words 'app _ _ _ l' and 'bev _ _ _ _ _ s'.
5. Rooms, equipment or services that are provided for a particular purpose are 'fac _ _ _ _ _ s'.
6. Another term for 'property' is 'r _ _ _ e _ _ _ _ _'.
7. The business of buying and selling shares is called 'br _ _ _ _ age'.
8. Public services used by everyone are 'u _ _ _ _ _ s'.
9. Old IT systems (hardware or software) which are still in use are called 'I _ _ _ cy systems'.
10. The written instructions for using IT software / hardware are called 'doc _ _ _ _ _ ion'.
11. A piece of equipment intended for a particular purpose is called a 'de _ _ _ e'. The word usually suggests something portable and electronic.
12. The rate at which data can pass through a communication channel is called its 'ba _ _ _ _ th'.
13. A type of hardware and/or software on which application programs run is called a 'pl _ _ _ _ rm'.
14. If a chip or wireless device is incorporated physically into an object it is described as being em _ _ dded'.
15. A software application used to locate and display web pages is called a 'br _ _ _ er'.
16. In knowledge management, a key function is the 'data wa _ _ _ ouse' – the place where all the company's data is collected together.

B. Complete each phrase 1 to 7 with an ending a) to i).**(07)**

Sr. No.	Column A	Sr. No.	Column B
1.	Operational planning translates general goals	a)	a direction for the company
2.	It is usual to divide an organization	b)	developed higher up the hierarchy
3.	Some companies are organized according	c)	for assigning employees to specific jobs
4.	The Board gets involved	d)	in major strategy issues
5.	Senior managers set	e)	into functional departments
6.	Middle managers develop detailed plans based	f)	into more concrete objectives

7.	Project manager is responsible	g)	on the overall strategy
		h)	to geographical regions
		i)	together staff from different parts of the company

Q.2 Applying your knowledge of English for Business respond to the given situation / case /question in 150 words

- A. Draw one two dimensional graph with statistical details. It could be about a company (sales, profit, costs, etc) or country (inflation, unemployment, house prices, etc) Write a short report based on it. (04)
- B. Choose an object that you have with you. Imagine that you are asked to give a sales presentation about why is it the best of its kind and why everyone should have one. Applying your knowledge of sales and presentation skills you prepared a presentation of 6 slides; slide 1 – introduction, slide 2 to 5 – central idea, slide 6 – conclusion. Draw square boxes and write content inside them that you finalized for ppt slides 2 to 5. Do not keep more than 2 boxes on one page of your answer sheet. (04)
- C. Brainstorm one typical business situation where one person has to be polite to someone else. Write the script / dialogue where each gets 8 chances to speak. (04)

OR

- C. If I was an entrepreneur with a lot of money. I'd create a start-up company making/supplying/offering... (04)

Q.3 Applying your knowledge of English for Business describe the given situation in 200 words

- A. Think of one well known product you would buy just for the brand name, one you would buy just for the price and one you would buy just for the packaging. Then, for any two of them, discuss the company's marketing strategy. (05)
- B. Think of two companies operating in the same market (eg. Coke and Pepsi, Yahoo and Google, Audi and BMW). Compare their strategies. (05)
- C. The most interesting use of technology in business operations that I have heard of (or know) is (05)

OR

- C. Everyone knows that celebrities in their private lives don't actually use the products they advertise. You must be a fool if you are persuaded by endorsements. Write a descriptive response whether you agree or disagree. (05)

Q.4 Read the passage and follow the instructions given in questions below.

Nancy, the CEO of Jasmine Publishing House, bought me a coffee and told me I should invest in warm gloves as we sat down at a corner diner for what would be a game-changing business meeting. As the leading publishing house in Europe, Nancy informed me that JPH was interested in closing a multi-million dollar deal with our fashion magazine, Zoelle, provided we changed the magazine's appearance to attract a broader European audience.

As production manager, my job was to lead and supervise a staff of 30 to match Nancy's vision, working closely with the design team, photographers, production staff and marketing team. After three weeks of heavy brainstorming, we developed a fresh appearance for the magazine.

I invited Nancy to a meeting with me and three of our executive producers. I shared with her the strategy we had created in order to solve our appearance problem, as well as estimated costs and complications. Nancy agreed that the direction our magazine was going fit well with her vision and audience, and that JPH would be happy to work with us within the next week.

Although the team was excited to accept the offer, I was concerned that we were not prepared to complete the project so quickly. Though the executive producers did not understand, as our production team was to begin work on the next issue the following day, I explained that there may include deep financial consequences if we rush into the process. I wanted to ensure that JPH received a consistent layout from Zoelle magazine. Nancy agreed to wait until the upcoming issue was complete before beginning work on the new look.

We began work the following Tuesday, after the latest issue was produced. I collaborated with an eight member marketing team to develop new branding for our magazine and mediated this branding with the design team, ensuring that it was able to blend well with their ideas and insights based on the first meeting with Nancy. I led the operation of the first issue to be published via JPH, supervising 30 employees.

After the issue was published, our sales increased by 42 percent in the first week. After leading the Zoelle team to a business deal close and a fresh start, I learned that with the proper leadership, a staff of varied talents, insights and opinions can work closely together to produce a magazine that continues to increase its sells each issue. My initiative helped provide Zoelle with its largest new contract that year, a \$2 million deal. Customers from Europe and the United States commented with positive remarks on the new look, showing interest in the replacement of the former look, which had been being published for seven years.

After this leadership experience, I was able to see my potential as a leader. I can communicate effectively with all members of a group and help connect them with one another to make a larger picture. I protect my business discernment even against an upset crowd, and am able to properly persuade others to understand other perspectives. Through learning more about leadership every day with my work in Zoelle, I hope to continue to strengthen these abilities and witness the success they can bring to media production.

- A.** Few Students of ‘Business Administration’ are given this passage to learn English. As a teacher working under the project of ESP, develop exercises of objective type questions for them. Each item carries half mark. **(06)**
- B.** Prepare one indirect task of descriptive writing based on the knowledge gained from this passage. Students are expected to apply the knowledge gained to answer this descriptive writing. Provide guidelines for other teachers to evaluate this task. **(06)**
- C.** Develop three direct or indirect dialogue writing tasks, for students of English for Business, based on the understanding of the given passage. Mention the outcomes of each task which are expected to be different from others. **(06)**

OR

- C.** Which Skills do you intend students to learn by solving the objective type exercises developed in Question 4A. Justify your answer with skills based explanation. **(06)**