

**PARUL UNIVERSITY**  
**FACULTY OF ARTS**  
**M.A. Summer 2018 – 19 Examination**

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

**Date: 20/04/2019**  
**Time: 10:30a.m. To 1:00 p.m.**  
**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. Multiple choice type questions. (Each of 0.5 mark)**

1. FDI stands for?
 

(a) Financing Data Initiative	(c) Foreign Direct Investment
(b) Fault Detection and Isolation	(d) none of these.
2. The business of buying and selling shares is called?
 

(a) brokerage	(c) investment
(b) stock exchange	(d) banker
3. It is a word that describes action
 

(a) verb	(c) adverb
(b) conjunction	(d) pronoun
4. Two established companies join to form one company.
 

(a) joint venture	(c) both
(b) merger	(d) none of these
5. It means excessive bureaucracy or adherence to official rules and formalities.
 

(a) red tape	(c) yellow tape
(b) green tape	(d) black tape
6. The verb that has one or more object is called?
 

(a) intransitive	(c) transitive
(b) auxiliary	(d) linking
7. The expansion of COO is?
 

(a) Chief Operational Officer	(c) Chief Operating Officer
(b) Chief Officer of Organisation	(d) Centre Operating Officer
8. 'auxiliary' in auxiliary verb means
 

(a) attach	(c) unattached
(b) helping	(d) dropping
9. These are words placed in front of a noun to make it clear what the noun refers to.
 

(a) determiners	(c) prepositions
(b) auxiliaries	(d) pronouns
10. It is defined as a taskforce where variety of people work together to perform well.
 

(a) leadership	(c) workmate
(b) colleague	(d) teamwork
11. CEO stands for?
 

(a) Chief Ex-Officer	(c) both
(b) Chief Executive Officer	(d) none of these
12. IMF stands for?
 

(a) Indian Monetary Fund	(c) International Money Fund
(b) International Monetary Fund	(d) Indian Money Fund
13. Agriculture, Forestry and Mining comes under ?
 

(a) service industries	(c) secondary industries
(b) tertiary industries	(d) primary industries
14. State Owned Enterprises such as railways and post offices is part ?
 

(a) public sector	(c) both
(b) private sector	(d) none of these
15. This means listening with full attention, not interrupting except to ask clarification and considering the other person's point of view.

- (a) Passive listening (c) Eaves dropping  
(b) Active listening (d) none of these
16. The expansion of WTO  
(a) World Trade Organization (c) World Trade Occupation  
(b) World Types of Organization (d) none of these

**B. Terms (Each of 01 mark)**

**(07)**

1. What do you understand by a sole trader?
2. Name the founder of the Ford Motor Company.
3. Japanese name 'Kaizen' means?
4. Define Motivation.
5. Define Franchise.
6. Which technique do we use for lean operations?
7. What is decentralization?

**Q.2 Answer the following.**

- A. What is the difference between Strategic Planning and Operational planning. **(04)**  
B. Distinguish between Centralization and Decentralization. **(04)**  
C. What are the political strategies in the face of globalization? **(04)**

**OR**

- C. Define communication. What are the two communication skills required in formal communication. **(04)**

**Q.3 Answer the following.**

- A. What are the issues that arises while making new products? **(05)**  
B. Mention the five ways in which a company can grow. **(05)**  
C. List out some important concepts while analyzing the trade. **(05)**

**OR**

- C. If you have opened a company of your own, what will you do to promote it or market about it? **(05)**

**Q.4 Answer the following.**

- A. Mention the key stages in the Manufacturing process. **(06)**

- B. Discuss the Company strategies in the face of Globalization. **(06)**

- C. Define globalization. Mention the forces that drive globalization. **(06)**

**OR**

- C. Write about the various types of Business Organisations around us. **(06)**