

Second Semester Examination - 2007
BUSINESS COMMUNICATION IN ENGLISH

Full Marks - 70

Time - 3 Hours

*Answer Question No. 1 which is compulsory
and any **five** from the rest.*

*The figures in the right-hand margin indicate full
marks for the question*

1. (a) The paragraph below is not clear as the sentences are not in the right order. There is one missing sentence as well as two unwanted sentences.

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Re-arrange the sentences in the proper order, supplying the missing sentence and deleting the unnecessary sentences. Make any other changes that may be required to make the meaning clear. 10

e Adlabs Films is all set to launch its BIG 92.7 FM Station in the city next week. Programmes will be broadcast live for 18 hours out of the 24 hours schedule. They will utilize data obtained from audience research and will cater to the preferences of listeners in Bhubaneswar. Radio broadcasting, which had practically become obsolete after the arrival of television, has become popular once again. The company is already present in cities like Delhi, Hyderabad, Chennai, Mumbai, Kolkata and Bangalore and Bhubaneswar

will host its 15th FM station. Bhubaneswar is rapidly growing into a hub for the IT industry. BIG 92.7 FM promises entertainment along with excitement. Apart from signing up several well-known personalities such as Abhisek Bachchan, the station will provide weather updates, time checks and health tips.

(b) Expand any one of the 'topic sentences' below into a well-organized paragraph of about 60-70 words. 10

(i) Much more attention needs to be given to the promotion of sports in India.

(ii) Indians are living in the 18th and 21st centuries at the same time.

(iii) Many of our regional languages such as Oriya are facing the threat of extinction.

2. Make a summary of the passage below in about 60 words. 10

Bombay University's recent proposal to get itself listed on the stock market might appear strange to some people. One may well ask who would be interested in investing in an educational institution where the chances of a high return are not too bright. On the other hand, one could also ask why an institution of higher learning cannot be seen as an potentially rewarding investment opportunity – both in terms of money as well as human resource development. In the U.S., most top-notch universities have a huge corpus of funds. Harvard, for example, is blessed with an endowment of 30 billion U.S. dollars, followed by Yale and Stanford. Much of this money is raised from contributions by former students

as well as business companies. This money, however, is not left to gather dust in banks, which offer a very low rate of interest. Most universities invest their funds in shares on the stock market. This helps their funds to grow at a healthy pace – provided the investments are done wisely. The situation in India, however, is quite different and universities are mostly dependent on government funding. But if state-run institutions such as Bombay University are to expand, they cannot depend on government support alone. This is one of the reasons why Bombay University is contemplating a stock exchange listing.

3. Prepare a CV based on the information received from the following conversation. 10
- “Where are you working now, Pradeep ?”

"Nowhere. I thought it would be nice to take a rest for sometime. But I guess I need to find some work soon. I wonder if you can recommend me for a job."

"I'll try, but it may not be easy. What's your specialization?"

"I have a law degree from Delhi University."

"Which year?"

"1998."

"And your first degree?"

"Political Science Honours. Fakir Mohan University, Balasore, 1993."

"Why the long gap?"

"Oh, I was spending some time with my brother in the USA."

"Doing what?"

"Nothing in particular. Travelling, mostly. Enjoying myself."

"What have you been doing since you left Delhi?"

"I went into business with a partner."

"What sort of business?"

"Selling cosmetics in Chennai."

"I see. Any experience of working in a company?"

"None."

"Interested in sports?"

"Oh yes, I forgot to mention. I represented Orissa in badminton."

"Good. How old are you, by the way?"

"I'll be 35 this October. Born on the 13th, hence the bad luck."

"Well, never mind. By the way, what's your last name?"

"Samantasinghar."

"O.K. Keep in touch. Something may turn up."

4. Write an application in response to the following advertisement :

A leading Bangalore-based industrial house planning to set up branches in Orissa is looking for young professionals in any discipline, to be trained for managerial positions. Previous experience desirable but not necessary. Apply with CV to : Director HRD, Apex Industries, M.R. Road, Bangalore – 2.

The application should include a covering letter as well as a resume. Do not write your own name in the application but use a fictitious name. 10

5. A wealthy friend of yours who lives in America wants to enter the film industry in India and produce films in Oriya as well as Hindi. He writes to you for advice.

Write a reply to his letter, giving him whatever information you have about the film industry, together with your considered advice. (Answer in about 150 words.) 10

6. In about 100 words, write an advertisement for a new kind of sports shoe which a Bhubaneswar-based company has produced and wishes to launch in the market. (The advertisement is to appear in the national newspapers.) 10

7. In about 125 words, write a report on any one of the following topics which could be published in a company newsletter or a business newspaper : 10

- (i) Professional education in Orissa
- (ii) Orissa's business potential
- (iii) Tourist destinations in Orissa.

8. Imagine that you are the Manager for HRD in a new company which manufactures consumer electronic goods.

In about 120 words, write a set of rules, in the form of "Dos" and "Donts", intended for your workers, which would be prominently displayed in the work areas of the company. 10

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