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No of Questions - 08

SCHOOL OF ACCOUNTING AND BUSINESS
BSc. (APPLIED ACCOUNTING) GENERAL / SPECIAL DEGREE
PROGRAMME

YEAR I SEMESTER II (Intake IV – Group A)
END SEMESTER EXAMINATION – JANUARY 2016

BCM 10225 Business Communication II

Date : 14th January 2016
Time : 9.00 a.m. – 11.30 a.m.
Duration : Two and a half (02 ½) hours

Instructions to Candidates:

- Write the Index Number in the space provided at the top of this sheet. Do not write your name anywhere in this question paper.
- Answer **ALL** questions in this paper itself.
- This paper consists of four parts (A,B,C and D)
- The total marks for the paper is 100.
- The marks for each question are shown in brackets.
- Answers should be written neatly and legibly.

Part A: LISTENING

Question No. 01

Listen to a short speech and complete the text given below with the exact words you hear. You may have to use up to three words to fill in the blanks.

You will hear the extract twice only.

Motivation

What is motivation? It is the inner power that pushes you toward taking action and toward achievement. Motivation is powered by 1. and, and therefore, if they are absent, motivation is absent too.

Sometimes, you might have the desire to get something done, or to achieve a certain goal, but if the desire and ambition are not strong enough, you 2.
....., the 3....., and the willingness to take the necessary action. In these cases, you lack of motivation and 4. drive.

When there is motivation, there is initiative and direction, courage, energy, and the 5. to follow your goals.

A motivated person takes action and does whatever it needs to achieve his or her goals.

Motivation becomes strong, when you have a vision, a clear mental image of what you want to achieve, and also a strong desire to 6. it. In such a situation, motivation 7. inner strength and power, and pushes you forward, toward making your vision a reality.

--Remez Sasson--

(Total 10 Marks)

Part B: SPEECH

Question No. 02

Read the following conversation that took place at a job interview. Identify whether the underlined utterances are facts or opinions.

Write **F** for fact and **O** for opinion in the box placed against each utterance.

(05 Marks)

Ms. Ballard: I see on your resume that you have worked as a manager at *Computer Country*. Could you tell me a little more about your responsibilities there?

Carey Cornwall: Sure. 1. I was responsible for overseeing about 30 employees, I did all of the ordering for the store, and I kept track of the inventory.

1.....

Ms. Ballard: What was the most difficult part of your job?

Carey Cornwall: 2. Probably handling angry customers. We didn't have them very often, but when we did, I needed to make sure they were well taken care of. After all, 3. the customer is always right.

2.....

3.....

Ms. Ballard: That's how we feel here, too. How long did you work there?

Carey Cornwall: I was there for 3 1/2 years. I left the company last month.

Ms. Ballard: And why did you leave?

Casey Cornwall: 4. well! To be honest, I felt I needed to move on and also I understand your company has an opening there, too.

4.....

Ms. Ballard: Yes, that's right, we do. But the position won't start until the middle of next month. Would that be a problem for you?

Carey Cornwall: No, not at all. My husband's new job doesn't begin for a few weeks, so we thought we would spend some time driving upcountry and stop to see my parents.

Ms. Ballard: That sounds nice. So tell me, why are you interested in this particular position?

Carey Cornwall: 5. I know that your company has a great reputation and a wonderful product. I have thought many times that I would like to be a part of it. When I heard about the opening in your company, I jumped on the opportunity.

5.....

Ms. Ballard: Well, I'm glad you did. Now, please tell me about...

Question No. 03

Put the following expressions into the table below.

(05 Marks)

1. What do you think of...? 2. What do you reckon about...? 3. I personally believe... 4. I hold the opinion... 5. I think it's good/nice... 6. My own view of the matter is... 7. Do you have any ideas on... 8. Have you got any comments on...?
9. What are your views on...? 10. What would you say to.../if we...? 11. What's your opinion on...? 12. What might be your take on ...? 13. In my opinion, I would rather... 14. Why don't you...? 15. Why not consider...? 16. If I were you ... 17. What should I do about ...? 18. Shall we look into ...? 19. My considered opinion is... 20. How about...?

Phrases for asking for an opinion	Phrases for giving opinion

(Total 10 Marks)

Part C: READING

Question No. 04

Read the following passage and answer the questions below.

(20 Marks)

William Henry Gates III (Bill) was born on October 28, 1955, in Seattle, Washington. Bill was the second of three children in an upper-middle class family. He enjoyed playing games with the family and was very competitive. He also loved to read. Bill became bored in public school so his family sent him to Lakeside School where he excelled in math and science and did well in drama and English.

He became interested in computer programming when he was 13. These were the days of giant mainframe computers. The school had a fund-raiser to purchase a teletype terminal so students could use computer time that was donated by General Electric. He wrote a tic-tac-toe program using BASIC, one of the first computer languages. Later he created a computer version of Risk, a board game he liked in which the goal is world domination. Lakeside is where Bill met Paul Allen who shared his interest in computers. Gates and Allen and two other students hacked into a computer belonging to Computer Center Corporation (CCC) to get free computer time. They lost their computer privileges. After a period of probation, they were allowed back in the

computer lab when they offered to fix malfunctions in CCC's software. At age 17, Gates and Allen were paid \$20,000 for a program called Traf-O-Data that was used to count traffic.

In early 1973, Bill Gates served as a congressional page in the U.S. House of Representatives. He scored 1590 out of 1600 on the SAT and was accepted by Harvard University. Steve Ballmer, who became CEO of Microsoft after Bill retired, was also a student there. Paul Allen dropped out of Washington College to work on computers at Honeywell. Bill worked for Honeywell in the summer of 1974. Bill left Harvard to join Paul in starting a new software company in Albuquerque, New Mexico. They called it Micro-Soft. This was soon changed to Microsoft, and they moved their company to Bellevue, Washington.

IBM was one of the biggest computer companies at this time. In 1980, they asked Microsoft to write software to run their new personal computer, the IBM PC. Microsoft kept the licensing rights for the operating system (MS-DOS) so that they earned something for every computer sold first by IBM, and later by all the other companies that made PC computers. Microsoft grew from 25 employees in 1978 to over 90,000 today. Microsoft developed many new technologies. Gates used questionable business practice to get ahead. He has been described as brilliant but childlike, driven, competitive, intense, fun, but lacking in empathy.

Bill Gates is one of the richest men in the world. In 2012, the Forbes list of richest people in the world placed him second with \$61 billion in assets. Steve Ballmer is #44 with \$ 15.7 billion; and Paul Allen is #48 with \$14.2 billion. In 2006, Gates announced that he would cut back his involvement at Microsoft to spend more time on Philanthropy. The Bill and Melinda Gates foundation supports many causes. Some are: helping to eradicate polio; fighting AIDS, malaria and tuberculosis; providing vaccinations for children and even reinventing the toilet among many other things.

(<http://mrnussbaum.com/gates/>)

1. Which is **not** true about Bill Gates in the first paragraph? (1 mark)
 - a. He was born in Seattle, Washington
 - b. He enjoyed public school
 - c. He was competitive
 - d. He was involved in drama

2. In which of the following ways were Bill Gates and Paul Allen **not** alike? (1 mark)
- a. They both liked computers
 - b. They went to the same school
 - c. They both dropped out of college
 - d. 4, They both went to the same college
3. The second to last paragraph describes... (1 mark)
- a. the technical details of MS-DOS
 - b. how Bill Gates became a billionaire
 - c. how Microsoft became a bigger company than Apple computers
 - d. how Microsoft rose to a major corporation
4. Microsoft earned money every time.... (1 mark)
- a. Traf-O-data was used
 - b. CCC used its software
 - c. IBM sold a computer running MS-DOS
 - d. IBM built a computer
5. Which of the following **was not** a program written by Bill Gates or Paul Allen? (1 mark)
- a. A computerized version of Tic-Tac-Toe
 - b. 2. BASIC
 - c. Traf-o-Data
 - d. A computerized version of Risk
6. What was the result of Bill hacking into the CCC computer? (2 mark)
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7. What does the word “philanthropy” mean in the last paragraph? (1 mark)
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8. In paragraph 4 how has the writer described Bill’s character? (2 mark)
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9. Fill in the information sheet with information from the above text. If certain information do not appear in the text, write 'Not Given' in the blank spaces

(10 marks)

	William Henry Gates
1. Age/Date of Birth	
2. Sex	
3. Nationality	
4. Name of Spouse	
5. Career	
6. Education (<i>minimum two required</i>)	
7. Achievements	

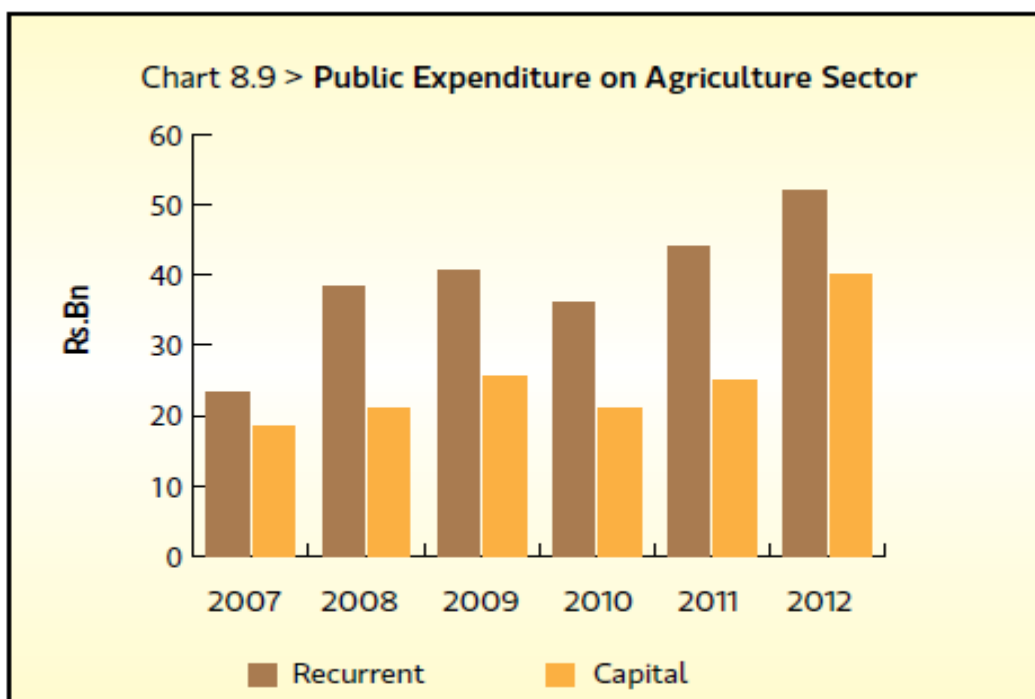
Question No. 05

The following graph has been taken from the Ministry of Finance and Planning, Annual Report 2012.

Write an analysis of **not more than 160 words** discussing what the graph depicts.

You should use a clear structure and effective paragraphs in your answer.

(20 Marks)



Source Department of National Budget

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- g. Tharaka finished first..... he came late. (but, so, as, though)
- h. I could not come for the concert..... a minor accident on the way. (because, as, because of, for)
- i.NimalSunil will come, but I am not sure who it will be. (whether- or, if- or, neither- nor, either- or)
- j. Ramesh will not pay..... he is compelled to. (unless, or, then, since)

B. The email message given below went through the computer's spell-check and did not identify any errors. However, there are **ten** errors in word usage. Underline each incorrect word and, write the correct word above it.

(10 marks)

Thanks for your inquiry about the pare of read shoes featured in our catalog. The shoes are died to match the dress that is shown on the same page. Many people order both and like to ware them together. The shoes are on sail. If you'd like to by this item, you must first pay the balance on your overdo account. We are not aloud to ship you knew merchandise until you pay your passed do bill.

Question No. 07

Following is, the body of a letter of complaint written to the Municipal Council of the area regarding a particular issue. Read the letter and underline the most appropriate formal word/phrase for each place.

(05 marks)

Dear Mr Sexton,

I thought (1) **I'd write/ I'm complaining** about the (2) **state of the yard/the condition of the playground**.

Over the last two weeks, I have noticed (3) **loads of rubbish/a great deal of litter**. (4) **I reckon/I think** that this is a health hazard. For example, yesterday a year 4 boy fell over and cut his hand on a broken bottle. The boy (5) **I 'm talking about/The boy in question** needed four stitches.

(6)**Furthermore/On top of this**, the litter is an eyesore. Our school has beautiful views of the river and these are (7) **wrecked/spoiled** by the litter.

I believe that there are (8) **a load of things/a number of things** that you could do to rectify this problem. Firstly, (9) **it may be possible for you to/you could** purchase additional litterbins. This would help prevent people discarding their litter recklessly. In addition, I think that our school needs more adequate security to prevent vandals littering.

In conclusion, I hope you will take my concerns seriously and I look forward to (10) **your reply/you writing back** to me.

Yours Sincerely,

George Malthrow

Question No. 08

Write an essay of **about 300 words** on **one** of the topics given below.

(20 Marks)

You should first decide carefully on the type of the essay and organize your paragraphs accordingly. It is expected that you will use clear and relevant topic sentences, discourse markers/connectives, and supporting details to construct your essay.

- i. Despite advances in medicine there are concerns that certain diseases such as diabetes are increasing and some people believe future generations will face greater problems with health and die younger than we do today.
- ii. Nowadays, the way many people interact with each other has changed because of technology. In what ways has technology affected the types of personal relationships?
- iii. Consumers are faced with increasing numbers of advertisements from competing companies. What are some of the adverse effects of such competitive marketing and what measures can be taken to protect the consumers?
- iv. Traditional media such as newspapers and books are now outdated. Instead, audio books, e-newspapers and social media are gaining popularity the world over.

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(Total 40 Marks)