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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 V – GROUP B)
END SEMESTER EXAMINATION – OCTOBER 2016

BCM 10225 Business Communication II

Date : 21st October 2016
Time : 5.30 p.m. - 8.00 p.m.
Duration : Two and a half (2 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 on 'The Mother Tongue' and underline the correct answer A, B, C or D to the questions Answer all the questions based on what you hear.

You will hear the extract twice only.

Mother Tongue

- 1. According to the speaker, what is a mother tongue?**
 - A. The language a child learns first.
 - B. The language spoken by a child's mother.
 - C. The language spoken by bilinguals.
 - D. The language spoken by multilinguals.

- 2. We understand from the speech that ----.**
 - A. Everyone has only one mother tongue.
 - B. Everyone learns two or more mother tongues.
 - C. Some people may have two or more mother tongues.
 - D. Some people may not use their mother tongue.

- 3. Why are the skills in one's first language important?**
 - A. Because they determine how we communicate.
 - B. Because they create a positive personal image.
 - C. Because they improve organising and creative thinking.
 - D. Because they affect the way we learn a second language.

- 4. Incomplete skills in the first language can result in**
 - A. Problems in learning other languages.
 - B. Various errors in the use of the second language.
 - C. Problems in grammar when learning English.
 - D. Various errors in writing in the second language.

- 5. How do one's skills in the mother tongue affect the way one learns English?**
 - A. Good skills in the first language guarantee good skills in English.
 - B. Incomplete skills in the first language make learning of English difficult
 - C. Incomplete skills in first language guarantees poor skills in English
 - D. Skills in first language do not affect the learning of English

(Total: 10 Marks)

Part B: SPEECH

Question No. 02

The following conversation took place between a bank representative and a customer who wanted some information. Match the correct responses given by the **customer** to the **representative's** queries.

Write the letter (a-h) of the response in the relevant blank in the conversation.

Representative: Good morning! How can I help you today?

Customer:.....

Representative: Certainly. What is your bank branch?

Customer:

Representative: What would you like to know about our services?

Customer:.....

Representative: You can do all your day-to-day banking over the telephone, 24 hours a day.

Customer:

Representative: yes! Many of our customers think it's also very cost-effective.

Customer:.....

Representative: Just call the bank, key in your PIN number and listen to the menu of options available.

Customer:.....

Representative: Just press the number for the service stated by the recording.

Customer:

Representative: You can check your balance, pay bills, order a statement or even transfer money to another bank.

Customer:

Representative: That's great! You won't regret it.

- a) How do I access my account?
- b) How will I benefit by using your telephone banking services?
- c) Hello. I'd like some information on the telephone banking services offered by your bank.
- d) How do I choose which option I want?
- e) It all sounds very good to me. I'd like to sign up.
- f) It's the High Street Branch.
- g) What kind activities can be carried out through the service?
- h) That's great. It will save my time quite a lot.

(04 Marks)

Question No. 03

The following utterances are taken from the above conversation between the bank representative and the customer. State whether they are (requesting for) facts or opinion.

Write ‘F’ for facts and ‘O’ for opinions in the box against each statement.

1. You can do all your day-to-day banking over the telephone, 24 hours a day.	
2. That's great. It will save my time quite a lot.	
3. Many of our customers think it's also very cost-effective.	
4. Just call the bank, key in your PIN number and listen to the menu of options available.	
5. You can check your balance, pay bills, order a statement or even transfer money to another bank.	
6. It all sounds very good to me. I'd like to sign up.	

(06 Marks)

(Total 10 Marks)

Part C: READING

Question No. 04

Read the following passage about 'Doing Business in the USA' and answer the questions.

How to close a deal in the USA



Known internationally for their friendly and informal approach, doing business in the USA can require a dramatic shift in approach and pace, which you must be prepared for in order to achieve success.

The basics

- a. A country founded on the belief that hard work is rewarded, 'time is money' in the USA. This means much of its business culture is centred around getting to the point quickly. Communication styles are very direct and meetings and other interactions rarely adhere to any formal protocol.
- b. While some business practices differ across America's 50 states, with those in the west broadly being considered to be less formal and more relaxed than those in the east, generally the emphasis is on 'getting down to business'.
- c. Business attire is usually formal for executives, but can differ for more junior members of the team, depending on the region and the industry. It's advisable to dress conservatively for initial meetings, with suits for men and suits or dresses for women, unless you are certain the firm is casual.

Introductions

- d. It's customary to greet with a firm, brief handshake, while maintaining eye contact. Men and women are considered equal in the workplace in the USA and you should greet everyone you meet as equal, regardless of gender, race, sex, or age.

While you may want to initially use titles and surnames as a courtesy, in most situations people will expect to be called by their first names, or even insist on you using their nickname.

- e. Business cards are exchanged as part of introductions, but are presented with little ceremony and may just be placed in a wallet placed in the back pocket, which should not be seen as an insult.

How to close a deal

- f. Punctuality for meetings is important, especially in the Northeast and Midwest, where being late is seen as a sign of disrespect. Things can be a little more relaxed in the Southern and Western States, but it's still best to arrive on time, even if this means you are then left waiting.

Although some meetings may seem relaxed, you will find there's very little small talk, with time considered a valuable resource and business often conducted rapidly.

- g. Unlike business cultures in many other countries, the primary emphasis is on closing a deal, as opposed to building a business relationship. In general, relationships develop once a contract has been signed and business breakfasts, lunches or dinners are commonplace. If invited to a business meal, be aware that business discussions do not usually take place until everyone has ordered and that you should not take a drink until your host has proposed a toast.
- h. Meetings will usually have an agenda, which will be closely followed and presentations are expected to be professional and prompt. It's wise to prepare an "elevator pitch", which concisely summarises your thoughts in just a few minutes, which you can deliver to present your proposal if you find you are very rushed for time.

- i. Meetings will generally conclude with a summary of matters discussed and decisions made and a list of the next steps. It's common to try and reach an oral agreement by the end of a meeting, which means you often only get one chance to succeed.
- j. In order to close a deal in the USA, avoid phrases such as "we can't" and "we don't have" and make it clear that you will be able to deliver as promised. Failure to do so may well result in your American business counterparts looking elsewhere, as loyalty rarely plays a part in business decisions.

(<http://www.kwintessential.co.uk/64-how-to-close-a-deal-in-the-usa>)

I. Read the following statements and decide whether they are true or false according to the text above. Circle the correct answer.

- i. Americans have a very formal and indirect style of communication. T / F
- ii. Saving time by 'getting straight to the point' is important when negotiating a deal in the USA. T / F
- iii. Equality is a central concept in the American style of communication. T / F
- iv. Being formal and maintaining social distance is expected, especially through the use of names. T / F
- v. Being punctual for a meeting is a sign of respect. T / F
- vi. Emphasis is usually placed on building relationships through business breakfasts, lunches and dinners. T / F

(06 marks)

II. Match the following **Main Idea** sentences to the correct paragraph in the article. Write the letter (a- j) of the paragraph in the blank against the main idea (1-5) sentence.

Note: there is one statement that you do not need. Write 'extra statement' against it.

- 1. When reaching an agreement it is important to clarify and recap the main points.
- 2. Dress code generally needs to be formal.
- 3. Explaining and offering solutions are important practices in the American style of communication.

4. Saving time through the use of formally structured content is important to summarise ideas in meetings.
5. How long you did business with them is not important to Americans. What they value is your ability to get things 'done'.

(08 marks)

III. Write a sentence using the following word to bring out its meaning:

1. punctuality

.....
.....

2. differ

.....
.....

3. conclude

.....
.....

(03 marks)

IV. Evaluate this article in terms of professional written English. Do you think this is a well-written/organised text? Explain by giving examples.

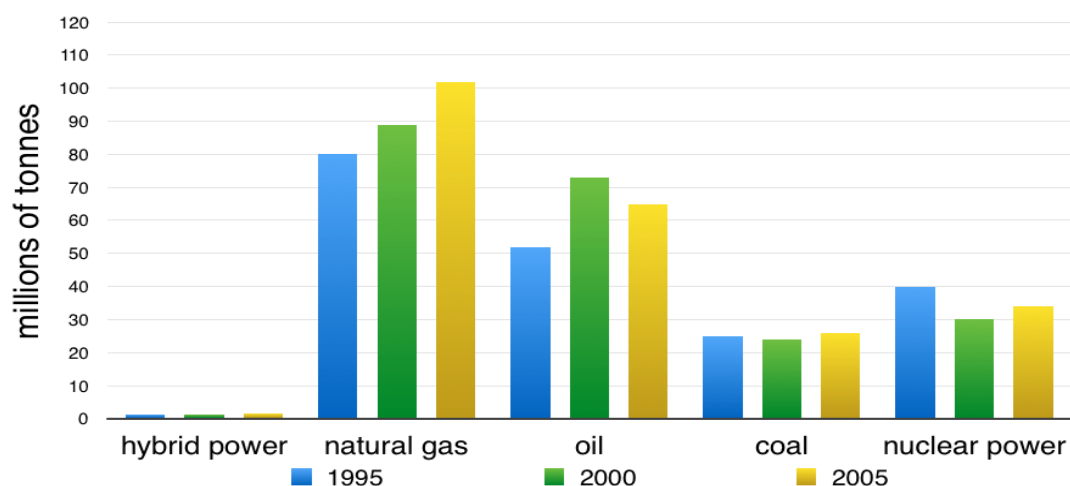
.....
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(03 marks)

Question No. 05

I. Complete the description of the graph by underlining the correct option given below.

The amount of energy produced in millions of tonnes in the UK by sector



This chart shows the change in the level of production between 1995 and 2005 in different energy sectors in the UK. The key points to note are that overall production increased **1)** during this period and that natural gas was by far the **2)**..... energy sector accounting for around 40% of all energy produced.

While the total amount of energy produced rose **3)** from around 195 million tonnes in 1995 to about 210 in 2000 and then again to 228 in 2005, the only energy sector **4)** its output in each year was natural gas, rising from 80, **5)**..... 88 and then approximately 103 million tonnes **6)**, all the other sectors suffered at least one fall with the output of coal and nuclear power **7)** in 2000 and oil in 2005; the production of hybrid power remained fairly **8)** throughout.

As already noted, **9)** natural gas was produced than any other form of energy in each year. Oil **10)** for the next highest level of production at around 60 million tonnes on average, followed by nuclear power and coal at approximately 35 and 25 million tonnes **11)** Much the least amount of power came from the hybrid sector which was produced **12)** than 2 million tonnes one each year.

1. slowly/ significantly/ gradually
2. smallest/ lowest/ largest
3. steadily/ rapidly/ dramatically
4. to level off/ to increase/ to decrease
5. through/ by/ from
6. in comparison/ in addition/ in contrast
7. rising/ dipping/ steadying
8. steady/ high/ low
9. less/ more/ same
10. consisted/ composed/ accounted
11. respectively/ additionally/ eventually
12. more/ less/ same

(12 Marks)

Question No. 06

Look at these descriptions of some graphs. The first sentences contain adjectives and nouns. Complete the second ones using verbs and adverbs.

Example has been done for you.

Example:

There had been a dramatic rise in the Nikkei Index.

The Nikkei Index *rose dramatically*.

Description 1

1. There was a substantial fall in the NASDAC Index in 1992.
2. The NASDAC Index _____
in 1992.

Description 2

1. There was a slight increase in the number of votes received by MP Silva in late 1991.
2. The number of votes received _____ in 1991.

Description 3

1. There was a steady growth in GPD of the country from 1986 to 1988.
2. GPD of the country _____ from 1996 to 1988.

Description 4

1. There was a dramatic drop in imports expenditure in India from 1986 to 1988.
2. The imports expenditure of India _____ from 1986 to 1988.

(08 marks)

(Total 40 Marks)

Part D: GRAMMAR/WRITING

Question No. 07

A. Join the two sentences by using the correct discourse markers

1. People continue to smoke..... knowing that it constitutes a threat to their lives.
 - a. in spite of
 - b. despite
 - c. despite of
2. She went on working..... it was raining outside.
 - a. although
 - b. in spite
 - c. in spite of
3. Many students would like to become academics., this is an unlikely dream.
 - a. In spite
 - b. In spite of
 - c. However
4. she didn't like the outlet, I enjoyed it very much.

- a. Although
 - b. Despite
 - c. However
5. People still tend to buy mobile telephones with very advanced features,.....
the fact that they have no idea how to use them.
- a. although
 - b. despite
 - c. however
6. It was fun, dangerous.
- a. though
 - b. despite
 - c. in spite of
7. Older employees tend to be more reliable..... they have many health issues.
- a. even though
 - b. however
 - c. in spite of
8. I was late, everybody else was on time.
- a. Although
 - b. However
 - c. But
9. They managed to do it, I was not there.
- a. although
 - b. however
 - c. despite
10. how many attempts people have made to solve this problem,
no one has yet succeeded.
- a. Although
 - b. However
 - c. No matter

(10 marks)

B. There are 10 errors in the informal letter given below. Write the correction in the space provided below it.

Note: The first has been done for you.

Dear Peter,

*It was a shame that we missed each other on Skype, so I decided 1) **to wrote** a letter to you instead. There's some good and bad news I 2) **needs** to tell you.*

*The good news 3) **was** that my cousin Ravindra has finally 4) **manage** to persuade Shilpa to 5) **marries** him. As you know they've 6) **being** going out together for over five years now and the family, especially Auntie Geetha, had 7) **begin** to despair that they would ever tie the knot. I'm sure that you can imagine the celebrations 8) **been** planned for the reception.*

*The bad news 9) **are** that the the wedding is just when I was due to come and visit you in England. I do 10) **apology** for this but I'm sure that you'll understand that I can't miss my cousin's big day.*

*I'd still love to visit you in England, if that's still possible. It's not just that I'm dying to see you again, but I'm also longing to see the dreaming spires of Oxford you've told me about so often. 11) **Can** some time in November suit you? If not, just let me know when is best for you.*

All the best!

Amy

1.**to write**.....

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

(10 marks)

Question No. 08

Write an essay of **about 350 words** on **one** of the topics given below.

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. An increasing trend, at present, is for young adults to play computer games. Some people say this is a negative development. Discuss
- ii. Discuss the benefits of having effective communication skills in English in your academic life.
- iii. Consumers are faced with increasing numbers of advertisements from competing companies. What are the effects of advertising and to what extent are consumers influenced by advertisements?
- iv. In many fields, having a professional qualification is more important than having an academic one. Discuss

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This image shows a full page of white paper with horizontal dotted lines, typical of primary school writing paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

(20 Marks)

(Total 40 Marks)