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No of Questions - 07

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

YEAR I SEMESTER II – INTAKE VII (GROUP A)
END SEMESTER EXAMINATION – JULY 2017

BCM 10225 Business Communication II

Date : 18th July 2017
Time : 1.00 p.m. - 3.30 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: SPEECH & LISTENING

Question No.01

A. Listen to this short talk on 'Human Memory'. Write up to three words to complete the text.

You will hear the extract twice. You must complete both Part A and Part B.

The Limit of Human Memory

According to recent studies, the human mind has a memory limit of about three to four items. This means that without doing any **1.**, the average human can only remember 3 to 4 things at a time. These things may include **2.** or tasks. This short-term memory is also called the **3.**. Without some form of memory aid, these three to four things will only **4.** in a person's memory for about twenty seconds. Memory aids include **5.** something over and over, placing items into groups or chunks, or writing things down. This is a **6.** about memory. Previously, scientists believed that the average human mind could remember about **7.** things at a time. Of course, some individuals have a stronger working memory than others. A stronger working memory is often related to a stronger ability to learn and problem solve.

Write your answer to the relevant blank number in the space given below:

One mark will be deducted if instructions are ignored.

1.
2.
3.
4.
5.
6.
7.

B. Write short answers to the following questions.

1. According to this report, what is the average limit of a human's working memory?

.....

2. What aspect of the theory has been revised in recent years?

.....

3. What do scientists believe about individuals who have a strong working memory?

.....

(Total 10 Marks)

Question No.02

State whether the following utterances are presented as facts or opinions by the speaker. Write 'F' for facts and 'O' for opinions in the box against each.

1. "In fact, since the late 1990s, cellular phones have gone from being a luxury to a necessity in the business world."	
2. "Introducing 'phone literacy' to teach how to use electronic devices is essential these days."	
3. "I believe cell phones increase your ability to multitask."	
4. "In fact, schools authorities should include 'phone literacy' as a subject."	
5. "You can communicate from home on your work cell phone rather than in the office during off hours."	

(Total 10 Marks)

Part B: READING

Read the following passage about ‘Smart Phones in Business’ and answer the questions below.

Smart Phones in Business



1. Since the late 1990s, smart phones have gone from being a luxury to a necessity in the business world. With people and companies becoming increasingly connected, smart phones allow you to perform job duties whenever and wherever you might find yourself. By being easily accessible, you can grow in your business.
2. Using a smart phone in business allows for increased flexibility when working, which has numerous advantages. The more flexible you are, the greater the chances you can show clients your business is **the one to go with**. For example, if you're away from the office, clients can still communicate with you. Scheduling meetings becomes easier because you're not tied to a computer or desk. You can even conduct a teleconference via cell phone while you're on the go or traveling. Smart phones increase your ability to multitask.
3. Many smart phones today have the capability of performing many tasks that your computer can. You can access the Internet, write emails and send documents from wherever you are. This, in turn, allows you to be on top of time-sensitive issues. For example, if a client needs a proposal as soon as possible and you have already left the office for the day, you can still send the document from your smart phone.
4. Good communication is essential to successful business practices. Smart phones enable you to be in contact with clients across the globe. If you have a telephone meeting with someone in Europe, the time difference is not as much of an issue with smart phones. You can communicate

from home on your work smart phone rather than in the office during off hours. Also, if traveling internationally, you can still maintain contact with home because you are reachable on the same number and phone. Many smart phone plans have international calling features, which may greatly cut down on the cost of a long distance phone call.

Adapted from: Michael Carteer -2015, Business magazine

<http://smallbusiness.chron.com/advantages-cellular-phones-business-4016.html>.

Question No.03

- i. How do smart phones help employees in their jobs? (Paragraph 1)

.....
.....

(2 marks)

- ii. What does the phrase, “the one to go with” mean? (Paragraph 2)

.....
.....

(2 marks)

- iii. How do cellular phones allow business people to multitask? (Paragraph 2)

.....
.....
.....

(4 marks)

- iv. What are the three similarities between modern cell phones and computers mentioned in the passage? (Paragraph 3)

.....
.....

(2 marks)

v. What is a time-sensitive issue? (Paragraph 3)

.....
.....

(4 marks)

vi. Write **in your own words** the two ways in which cell phones facilitate good communication in the business world. (Paragraph 4)

.....
.....

(4 marks)

vii. In your opinion, is the blurring of boundaries between working hours and the time spent with family good for us in the long run? (Support your answer with a reason).

.....
.....
.....
.....
.....
.....

(4 marks)

viii. Which statement is inaccurate according to the passage? Underline the *incorrect* statement.

- a. Being available to your clients at any time is good for business.
- b. Modern cell phones enable their users to do several tasks at once.
- c. Communicational barriers caused by time, gender and cost are mitigated by cell phones.
- d. Use of cell phones has increased the flexibility of business operations and their operators.

(2 marks)

(Total 24 Marks)

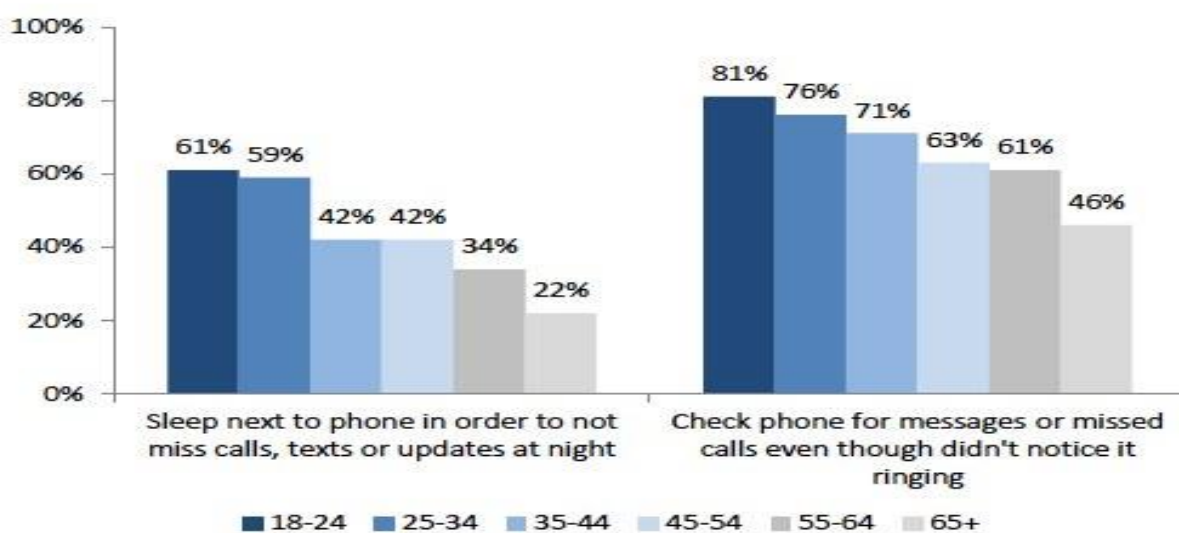
Question No.04

Complete the description of the graph by writing in the correct word given below in the text box.

while / one in five / as opposed to / nearly half of /
71% / caught / an equal number of / majority /

Sleeping with one's cell phone, checking messages in the absence of any notification, by age group

% of cell owners in each age group who say that they ever...



Source: Pew Research Center's Internet & American Life Project, March 15-April 3, 2012 Tracking survey. N=2,254 adults ages 18 and older, including 903 interviews conducted on respondent's cell phone. Margin of error is +/-2.6 percentage points based on cell phone owners (n=1954).

Many cell owners sleep next to their phones so as not to miss calls, messages, or updates during the night. They also check their phones for messages even when not prompted by their phone to do so.

1. cell owners in the age groups of 35-44 and 45-54 have slept with their phone next to their bed because they wanted to make sure they didn't miss any calls, text messages, or other updates during the night. In addition, 2. cell owners who are 35-44 years old, say that they find themselves checking their cell phone for messages, alerts, or calls — even though they didn't notice their phone ringing or vibrating. One in five cell owners (18%) say that they do this

“frequently” and 21% do so “occasionally,” 3..... 28% say that it only happens “every once in a while.”

At the same time, even among seniors, this behavior is not unheard of. According to the survey, 4. seniors (46%) say that they have 5. themselves checking their phone for messages or missed calls even though they did not hear their phone ring or otherwise give some sort of notification (although just 5% say that they do this “frequently”). Similarly, 6.(22%) cell owners ages 65 and up have slept with their phone next to their bed so as not to miss any messages or calls while they were asleep.

In summary, a7. of cell owners surveyed display both these negative habits. However, young cell owners 8.....seniors, dominate both categories of unhealthy habit.

(Total 16 Marks)

Part C: GRAMMAR& VOCABULARY

Question No.05

Complete the following with the grammatically correct option.

1. The design stage typically _____ for two months.

lasted/ last/ lasts

2. We'll let you know _____ our decision by tomorrow.

about/ by /regarding

3. I like _____ Bill. He's really laid-back.

to work/ working/ work with

4. The design process _____ this product is fairly complicated.

for/ in / along

5. Please inform me _____ your decision.

In/ on/ of

6. This is an issue that came up _____ the early stages of the project.

during/ along/ with

7. The demand _____ our product has risen by 50% over the last two years.

four/ for / foe

8. John will _____ in charge of all the technical aspects.

been/ being/ be

9. _____ working in the project that I assigned you to?

You/ You are / Are You

10. I _____ at the centre of the city.

work / working / has worked

(Total 10 Marks)

Question No. 06

Match the collocations (a group of words that work well together) with their meaning.

1. Hard work	a. damage or loss caused to people or societies, incl. material loss, social costs, psychological damage, etc.
2. Human error	b. to occupy a powerful position or role, esp. in government
3. Hidden extras	c. any activity that requires a lot of energy or concentration
4. Honest mistake	d. thought to be very good by many people
5. Hold office	e. extra costs that companies or sellers try to hide from buyers
6. Heavily armed	f. to have the opportunity or the time
7. Have room	g. a mistake that wasn't made deliberately, or had no bad intent
8. Human cost	h. a mistake caused by a person, and not by mechanical failure or natural forces
9. Have an idea	i. to think of something
10. Have the chance (to)	j. to have enough space for something
11. Highly regarded	k. having or carrying many weapons

The first has been done for you.

1.	c
2.	
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10	
11	

(Total 10 Marks)

Part D: WRITING

Question No. 07

Write a **synthesis essay** on the topic “Using mobile phones: Good or bad?”

NOTE: You may synthesis and use the information given in the reading article ‘Smart Phones in Business’ (Question 3) and in the graph ‘Sleeping with one’s...’ (Question 4) for your essay.

You must use in-text citation and create a short ‘References’ list at the end of your essay

Limit your report to 400 words.

[illegible]

[illegible]

[illegible]

(Total 20 Marks)