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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 B)
END SEMESTER EXAMINATION – OCTOBER 2017

BCM 10225 Business Communication II

Date : 29th October 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 ‘All Roads Lead to Rome’. Write one word to complete the text.
You will hear the extract twice. You must complete both Part A and Part B.

All Roads Lead to Rome

The figurative **1.**, “All roads lead to Rome”, means that all choices, methods, or actions eventually lead to the same result. In **2.** Roman times, this statement had a more **3.** meaning. The Roman Empire had an advanced system of roads, and all major **4.** led directly to the capital. New roads were often built shortly after the Empire captured a new city. Stone mile markers told travelers how far they were from the next major city, and a Golden **5.** was placed in the capital. Roman roads made it possible to transport **6.** units, goods, and knowledge **7.**, helping the Empire expand and achieve great power.

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. What does the figurative expression *All roads lead to Rome* mean?

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2. What was the Golden Milestone?

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3. How did ancient Roman roads help make the Roman Empire so powerful?

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(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 'Data security' and answer the questions below.

Which Phone Protects Your Security the Best? We Asked the Experts

Lucinda Shen

Sep 25, 2017



- a. Americans spend an average of five hours a day on their smartphones, making them some of our most commonly-used electronic devices. But it's exactly that popularity that makes them a favored target of hackers too, — they want to get at all the personal information we keep in our smartphones, like credit card numbers, passwords and so on. Because our smartphones contain so much of our most vital data, it's that much worse when they get hacked.

So which phone is most secure against malicious hackers?

The simple answer is Apple's iPhone, says Dan Kaminsky, chief scientist and founder of cybersecurity firm 'White Ops'.

- b. "Apple has done some extraordinary work around securing the physical device itself, and in making that secure operation as standard as airbags in cars or buildings that don't trivially burn," Kaminsky wrote in an email to TIME. "Everything is encrypted, and more importantly, the key to that encryption is extraordinarily difficult to extract."

- c. The statistics bear out what Kaminsky is saying, according to a mobile intelligence report from Skycure. Researchers found malware — short for malicious software — on less than 1% of the iOS devices they looked at, compared to 3 to 4% for Android phones. (iOS is the operating system powering the Apple iPhone and Apple iPad.)
- d. Meanwhile, some older Android devices don't have encryption turned on, according to Computer World, nor do they usually get updates with new security patches. Both are problematic, as encryption is an optimal way to protect data and patches prevent hackers from using known exploits to crack into your phone.
- e. Part of the problem is that Android users have greater freedom in the software they can download and use, says Kaminsky. Apple iPhone users can only download apps from Apple's carefully vetted App Store, but Android users can download apps from third party stores. While that gives developers more freedom in terms of app design and users more freedom to download apps, it also allows users to make a potentially unwise decision to download an untrustworthy app.
- f. Meanwhile, both Android and Apple iPhone users have been imprudent when it comes to using risky public Wi-Fi networks, another favorite hacker target. According to data from SkyCure, 35.8% of iOS users in North America have tried to connect to an unsafe Wi-Fi network. About 44.9% of Android users tried to do the same.
- g. In short, says Kohli, don't just expect your phone to keep your data secure—it's also up to you to make sure your behavior stays safe. "I don't think there is one [phone] that is more hackable or more secure," he says. Of course, there are steps you can take to maximize phone security. "Don't click install or connect to anything you are not confident is safe," Kohli says. "If a pop-up says cannot verify server identity, don't continue."

(Adapted from : <http://www.msn.com/en-us/news/technology>)

Question No. 03

- i. Why are smartphones vulnerable to security breaches? (Paragraph a)

.....

.....

(2 marks)

- ii. Which technology was used by the Apple company to make their physical devices secure? (Paragraph b)

.....

(1 mark)

- iii. According to paragraph c, which phone type had been hacked more?

.....

(1 mark)

- iv. Why do users have to turn on encryptions? (Paragraph d)

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(2 marks)

- v. What is main issue with the Android phones, according to paragraph e?

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(2 marks)

- vi. What is the Kohli's concluding opinion about Apple and Android Phones?

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(3 marks)

- vii. Write **in your own words** the two ways in which people could protect personal data saved in their phones? (Paragraph 4)

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(4 marks)

- viii. In your opinion, has more reliance on smartphones created a positive or a negative effect on people's lives? (Support your answer with a reason).

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(4 marks)

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

- a. Hackers cannot easily access personal data saved on Apple smart phones.
- b. Malware was found on 3-4% of Apple devices as opposed to 1% of Android devices.
- c. Your phone's security system alone cannot maintain your phone's data security.
- d. More android phone users than Apple users tried to connect with a risky Wi-Fi network.

(2 marks)

x. Complete the following table using the information from the article.

NOTE: some sections have been completed for you.

Security Features:

Apple Phones (positive features)	Android Phones (negative features)
1. Everything is encrypted	1. Android devices don't have encryption turned on
2.	2. They don't get updates with new security patches
3. Malware on less than 1% of the iOS devices	3.
4.	4. Android users can download apps from third party stores

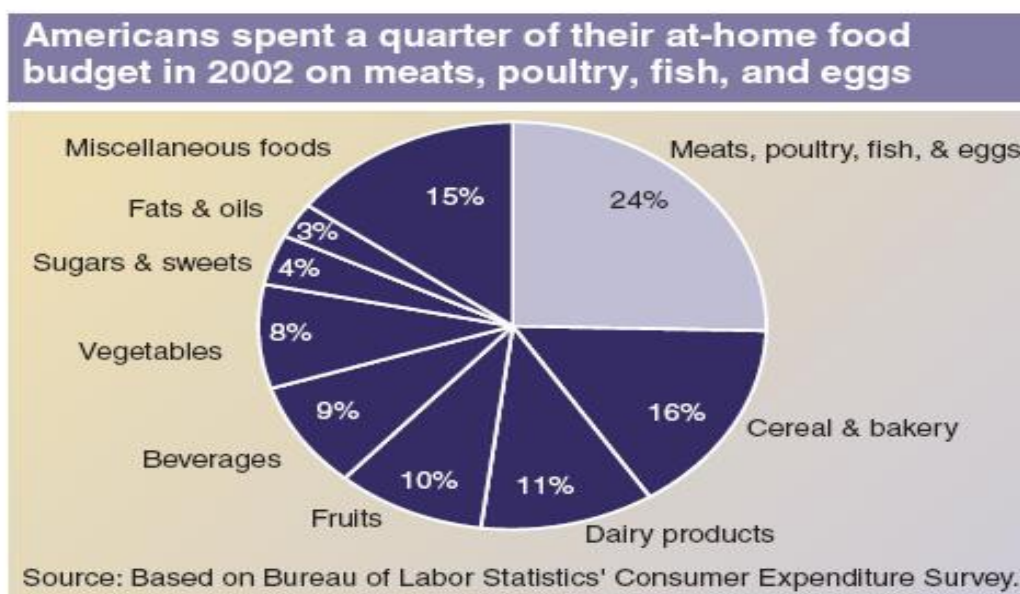
(3 marks)

(Total 24 Marks)

Question No.04

Select the most appropriate word from the text box below and write it in the relevant blank in the description.

one-tenth / almost 20% / account for / constitute / add up / comprise /
at 4% / totals/



The graph shows American spending on food for the home. Overall, the largest areas of expenditure are on meats, fish and eggs, cereals and dairy products.

The highest percentage of spending is on meats, fish and eggs. This **1.** over a quarter of the food budget. The second biggest area is cereals and bakery products. These **2.** 16% of total spending. Dairy products **3.** just over one-tenth of expenditure on food, while fruit and vegetables together account for **4.** of spending.

Just under **5.** of spending goes on beverages such as coffee, tea, and soda. The smallest categories in the typical US food budget are fats and oils, at 3%, and sugar and sweets, **6.** Finally, miscellaneous food items comprise 15% of purchases.

In conclusion, dairy products, cereals, meat and fish **7.** more than half of expenditure, while fruits and vegetables **8.** to a further 20%.

(Total 16 Marks)

Part C: GRAMMAR & VOCABULARY

Question No. 05

Read each sentence and choose the correct verb in parenthesis. Underline the correct answer.

1. The players (are, is) going to the pizza restaurant after today's game.
2. Jane (were, was) going to go with the team but she had chores to do.
3. Stephen (is, are) one of the best players on the team.
4. The coach (was, were) very excited that the team won the tournament.
5. They (is, are) one of the highest scoring teams in the league.
6. My best friend (were, was) there when I arrived.
7. Where (do, does) your parents live?
8. Alex (has, have) two older brothers who play baseball as well.
9. Each teammate (have, has) a trophy to take home now.
10. Making the pizza (are, is) a lot of work.

(Total 10 Marks)

Question No. 06

A homophone is a word that is pronounced the same as another word but has a different meaning.

Directions: Circle the homophone that best fits the sentence.

Example A- I had to (add / ad) the change before handing it to the customer.

Answer- add

1. My parents (allowed / aloud) me to watch a movie with my friend.
2. I had (eight / ate) dollars left to play video games.
3. I kept getting a (not / knot) in my shoe after my basketball game.
4. My favorite team had (one / won) the world-series.
5. We stayed at the (in / inn) overnight.
6. My mom waited for the (sale / sail) at the store before she went shopping.
7. I wanted to go to the movies at (knight / night).
8. I (led / lead) my friend to the bench where I liked to eat lunch.
9. As the (sun / son) rose in the morning, I felt like it was going to be a good day.
10. (Some / Sum) of the things I like to do the most are play video games, watch t.v., and do my homework.

(Total 10 Marks)

Part D: WRITING

Question No. 07

Recently, your company's data system was hacked into. Your management has asked you to look at what technology and methods the company can use to boost its data security.

Write a brief report on how your company can improve its data security. Invent any details you like.

Your report should have:

- A title
- A brief introduction
- Methodology
- Findings
- Conclusion
- Recommendations

Limit your report to **500 words**. You should use a clear topic sentence, supporting details and conclusion sentences in each paragraph you write.

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[illegible]

(Total 20 Marks)