



Index No

No. of Pages - 14

No of Questions - 08

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

YEAR I SEMESTER II – INTAKE VI (GROUP A)
END SEMESTER EXAMINATION – JANUARY 2017

BCM 10225 Business Communication II

Date : 11th January 2017
Time : 1.00 p.m. - 3.30 p.m.
Duration : Two and 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 'IQ, Effort and Success' and underline the correct answer to the questions, A, B, C or D. Answer all the questions based on what you hear.

You will hear the extract twice only.

IQ, Effort and Success

1. According to the speaker, some very intelligent people can have failures because-----,
A) they have a short life span
B) they focus on details too much
C) of various factors
D) they are expected to do so by society
E) most of them have no analytic intelligence at all
2. People with low IQ scores may very well be successful ----.
A) but they lack motivation and personality
B) as they are praised by their teachers
C) since they devote themselves to their tasks and exercise great effort
D) although they have great abilities and intelligence
E) due to the encouragement of their close mates
3. According to the speaker, one way to become motivated is to---.
A) identify and improve your IQ level
B) identify and improve your success level
C) work harder
D) identify a suitable career
E) identifying and improving your special talents
4. We can infer from the passage that ----.
A) success is not always an indicator of intelligence
B) Western cultures focus on ability as the major determinant of success
C) an athlete can be successful in every sports if he has high IQ scores
D) infants adopted by privileged families tend to have higher IQs
E) talent is the key to a successful career
5. The main idea expressed by the speaker is---.
A) Effort is important to achieve success
B) Success is achieved through a combination of IQ and effort
C) Intelligence improves with effort
D) Success is guaranteed through special talents
E) Success comes easily to people with high IQ and low effort

(Total 10 Marks)

Part B: SPEECH

Question No. 02

The following conversation took place between a customer service representative and Mr. Peters who wanted to clarify an issue regarding his electricity bill.

Match the correct question asked by the Customer representative with Mr. Peter's responses.

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

Representative: Hello, Big City Electricity, how may I help you today?

Mr. Peters: I'm calling concerning my electricity bill.

Representative:

..

Mr. Peters: I think I've been overcharged for the past month.

Representative:

Mr. Peters: The bill is 300% higher than last month.

Representative:

.

Mr. Peters: OK, sure! Go ahead.

Representative:

Mr. Peters: I normally pay about \$50 a month.

Representative:.....

Mr. Peters: \$150. I can't understand why.

Representative:

Mr. Peters: No, it was an average month.

Representative:

...

Mr. Peters: Well, I'm happy you agree with me.

Representative:

.

Mr. Peters: 223 Flanders St., Tacoma, Washington 94998

a) Right, and how much did we charge on this bill?

b) I'm sorry to hear that. Let me ask you a few questions and then I'll see what I can do.

c) What exactly is the issue, Sir?

d) Yes, Mr. Peters. Was your usage different in any way?

e) I'll contact a service representative to come out and check your meter. What's your address Mr. Peters?

f) I'm sorry to hear that. Why do you think we charged you too much?

g) I'm sorry there certainly seems to be a mistake.

h) Right, first of all, how much do you usually pay for your electricity?

(04 Marks)

Question No. 03

The following utterances are taken from the above conversation between the customer relations representative and Mr. Peters. State whether they are (requesting for) facts or opinions.

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

1. The bill is 300% higher than last month.
2. I think I've been overcharged for the past month.
3. I'm sorry there certainly seems to be a mistake.
4. Right, first of all, how much do you usually pay for your electricity?
5. I normally pay about \$ 50 a month.
6. No, it was an average month.

(06 Marks)

(Total 10 Marks)

Part C: READING

Read the following passage about ‘Doing business in the USA’ and answer the questions below.

Doing business 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 your 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 in 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. Encircle the correct answer.

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

(06 marks)

ii. Match the following **main idea** sentences with 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. Construct a sentence using the following words to bring out their 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.

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

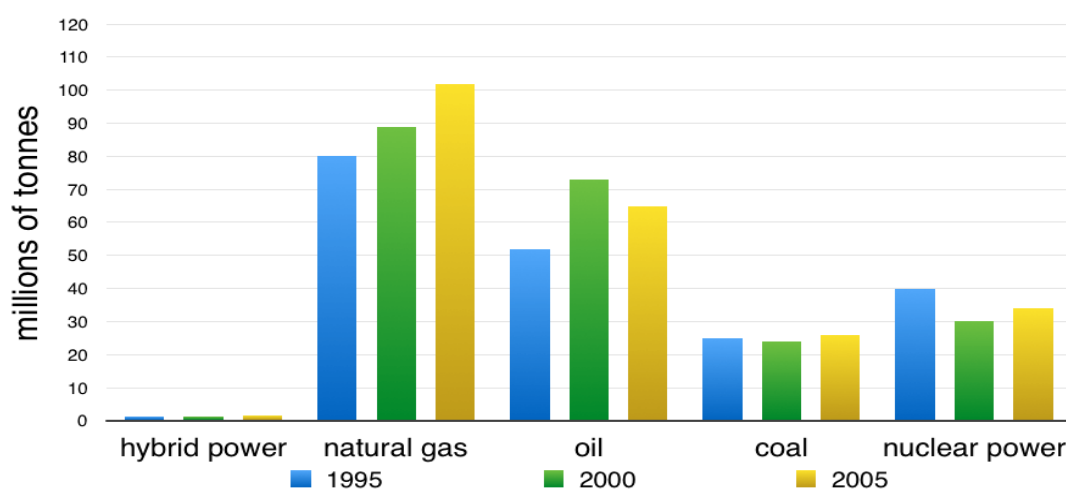
(03 marks)

Question No. 04

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

though / more/ to increase/ steadily/ in contrast/ dripping/
largest/ significantly/ accounted/ steady/ respectively/ less

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



This chart shows the change in 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.

(12 Marks)

Question No. 05

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

Example:

There had been a dramatic rise in the Nikkei Index.

The Nikkei Index *rose dramatically*.

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

The NASDAC Index _____ in 1992.

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

The number of votes received _____ in 1991.

3. There was a steady growth in GPD of the country from 1986 to 1988.

GPD of the country _____ from 1996 to 1988.

4. There was a dramatic drop in the imports expenditure of India from 1986 to 1988.

The imports expenditure of India _____ from 1986
to 1988.

(08 marks)

(Total 40 Marks)

Part D: GRAMMAR/WRITING

Question No. 06

A. Complete the following with the correct form of the verb in the present tense.

Present Tenses:

1. My friend (come) to university by bus every day.
2. They (have) an Accounts class at this time every week but today they..... (not go) for it.
3. You usually (wash) your clothes on Sunday. Why..... you (wash) clothes now?
4. The boys are playing cricket. They..... (play) for four hours now. They (play) all morning.

B. Complete the following with the correct form of the verb in the past tense.

Past Tenses:

1. The management of the company..... (have) a meeting last week to discuss the issue.
2. It was midnight. I (study) for 5 hours. I was feeling sleepy.
3. By noon, my mother (cook) for 3 hours at a stretch. So, she (be) very tired.

C. Complete the following with the correct form of the verb in the future tense.

Future Tenses:

1. They (join) us tomorrow.
2. It's 10 o'clock now. By lunch time, I..... (sit) here for two hours.
3. I was selected at the interview. They..... (appoint) me from the 1st of next month. By the end of this year, I (work) for four months.

(10 marks)

Question No. 07

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

Note: The first has been done for you.

Dear Peter,

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

*The good news **3) had been** that my cousin Ravindra has finally **4) manage** to persuade Shilpa to **5) married** him. As you know they've **6) being** going out together for over 5 years now and the family, especially Auntie Geetha, **7) has 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 is that the wedding **9) was** just when I was due to come and visit you in England. I do apologise 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 **10) was died** 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.missed.....	6.	
2.		7.	
3.		8.	
4.		9.	
5.		10.	

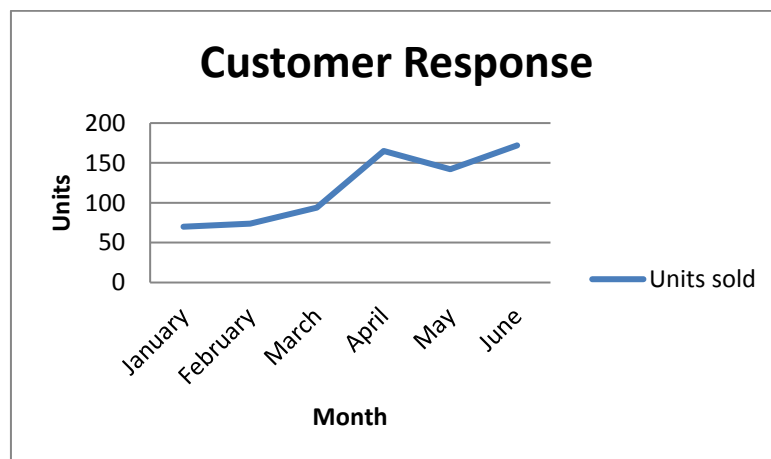
Question No. 08

You are working for a reputed company dealing in plastic household products. Six months back you started a new project on introducing a range of bio-degradable plastic items to the local market. The Marketing Manager has asked you to submit a progress report.

Write a brief report covering the following areas using the graph given on ‘Customer Response’ to support your writing.

Your report should have:

- A brief introduction
- Methodology you used to collect customer feedback
- Findings
- Conclusion
- Recommendations



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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.

(Total 40 Marks)