



No. of Pages - 15

No of Questions - 07

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

YEAR I SEMESTER II – INTAKE VIII (GROUP A)
END SEMESTER EXAMINATION – JANUARY 2018

BCM 10225 Business Communication II

Date : 18th January 2018
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: SPEECH & LISTENING

Question No.01

A. Listen to this short discussion on '*Ban on Russia*'. Select the most appropriate answer for each question.

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

NOTE: Write your answers in the spaces provided at the end of the passage.

IOC Bans Russia from 2018 Olympic Games

The International Olympic Committee (IOC) has 1..... Russia from the 2018 Olympics in 2.this February. The Russian team has been banned due to evidence of 3.in previous Olympics. Russia's "clean" athletes will be 4. to compete as an OAR (Olympic Athlete from Russia) with a 5.flag. Following the IOC's announcement, 6.....said that he will not 7.athletes from participating in the Games. However, some Russian athletes are expected to boycott the competition. The standards in several sports, including hockey and figure skating, are expected to be lower at the 2018 Games without the Russian powerhouse.

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

(7 marks)

B. Write short answers to the following questions.

i. What announcement did the IOC make this week?

.....

.....

.....

.....

ii. What will some Russian athletes be allowed to do?

.....

.....

.....

iii. Why does the report mention figure skating?

.....

.....

.....

.....

(3 marks)

Question No.02

State whether the following statements are presented as facts or opinions in this article. Write 'F' for facts and 'O' for opinions in the box against each.

Indians 'world's biggest readers'

Much of the Indian reading is educational, analysts say

1. Indians are the world's biggest bookworms, reading on average 10.7 hours a week, twice as long as Americans, according to a new survey.

The NOP World Culture Score Index surveyed 30,000 people in 30 countries from December 2004 to February 2005.



Analysts said self-help and aspirational reading could explain India's high figures.

Time spent on reading meant fewer hours watching TV and listening to the radio – India came fourth last in both.

The NOP survey of 30,000 consumers aged over 13 saw Thailand and China take second and third place respectively in average hours a week spent reading books, newspapers and magazines.

Britons and Americans scored about half the Indians' hours and Japanese and Koreans were even lower – at 4.1 and 3.1

(Adapted from: http://news.bbc.co.uk/2/hi/south_asia/4626857.stm)

1. Indians are the world's biggest bookworms.	
2. The NOP World Culture Score Index surveyed 30,000 people in 30 countries from December 2004 to February 2005.	
3. Analysts said self-help and aspirational reading could explain India's high figures.	
4. India came fourth last in both.	
5. Thailand and China take second and third place respectively.	

(10 Marks)

(Total 20 Marks)

Part B: READING& WRITING

Read the following passage about the importance of reading and answer the questions that follow.

Why Is Reading Important?

1. Reading is fundamental to functioning in today's society. There are many adults who cannot read well enough to understand the instructions on a medicine bottle. Filling out applications becomes impossible without help. Reading road signs or warning signs is difficult. Even following a map becomes a chore. Day-to-day activities that many people take for granted become a source of frustration, anger and fear.
2. Reading is a vital skill in finding a good job. Many well-paying jobs require reading as a part of job performance. There are reports and memos which must be read and responded to. Poor reading skills increase the amount of time it takes to absorb and react in the workplace. A person is limited in what they can accomplish without good reading and comprehension skills.
3. Reading is important because it develops the mind. The mind is a muscle. It needs exercise. Understanding the written word is one way the mind grows in its ability. Teaching young children to read helps them develop their language skills. It also helps them learn to listen. Everybody wants to talk, but few can really listen. Lack of listening skills can result in major misunderstandings which can lead to job loss, marriage breakup, and other disasters - small and great. Reading helps children [and adults] focus on what someone else is communicating.
4. Why is reading important? It is how we discover new things. Books, magazines and even the Internet are great learning tools which require the ability to read and understand what is read. A person who knows how to read can educate themselves in any area of life they are interested in. We live in an age where we overflow with information, but reading is the main way to take advantage of it.
5. Reading develops the imagination. TV and computer games have their place, but they are more like amusement. Amusement comes from two words "a" [non] and "muse" [think]. Amusement is non-thinking activities. With reading, a person can go anywhere in the

world...or even out of it! They can be a king, or an adventurer, or a princess, or... . The possibilities are endless. Non-readers never experience these joys to the same extent.

6. There is an old saying, "The pen is mightier than the sword." Ideas written down have changed the destiny of men and nations for better or for worse. The flow of ideas cannot be stopped. We need to read and research to build on the good ideas and expose the bad ideas before they bring destruction. Only by reading can we be armed in this never-ending, life-and-death struggle.

(Adapted from: <https://www.learn-to-read-prince-george.com/why-is-reading-important.html>)

Question No.03

- i. Why do some people find daily activities frustrating according to Paragraph 1?

.....

.....

.....

.....

(2 marks)

- ii. How do poor reading skills affect someone's job performance according to Paragraph 2? Mention one effect.

.....

.....

.....

.....

(2 marks)

- iii. Mention a similarity between reading and listening. (Paragraph 3)

.....

.....

(2 marks)

iv. What methods can be used for self-study according to Paragraph 4?

.....
.....

(2 marks)

v. What is the negative effect of being addicted to ‘amusement’?

.....
.....

(2 marks)

vi. How does reading improve peoples’ imagination?

.....
.....

(2 marks)

vii. Write **in your own words** the meaning of the expression ‘the pen is mightier than the sword’.

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

(2 marks)

viii. In your opinion, why should people engage in serious reading in the age of the Internet?
(Support your answer with a reason).

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

(4 marks)

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

- a. Lack of reading skills affects many areas of a person's life.
- b. Poor reading skills lead to poor listening skills.
- c. Inability to correctly understand what you read will result in a lot of problems at work.
- d. Lack of reading skills leads to increased levels of amusement.

(2 marks)

x. Complete the following table by writing down the **main ideas** for each paragraph. Do not copy sentences from the text. Write in your own words.

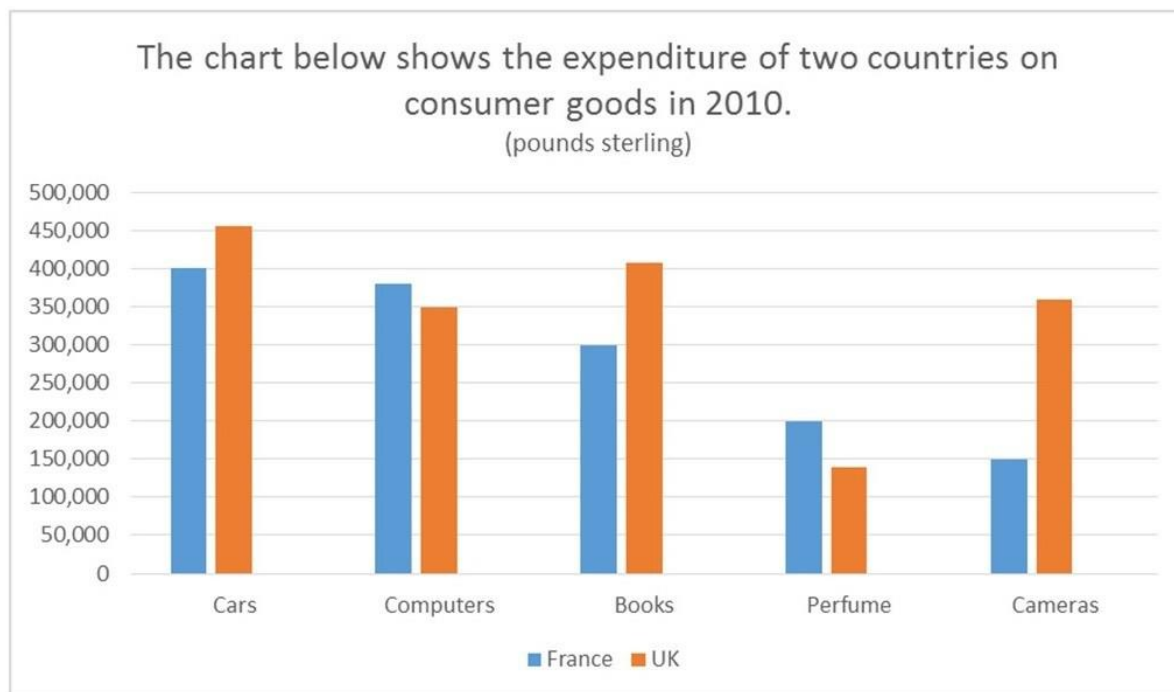
Note: The first has been done for you.

Paragraph	Main Idea
1.	Good reading skills help people to carry out daily activities efficiently.
2.	
3	
4	
5	
6	

(5 marks)

Question No.04

Write a brief description of the following graph. **Do not exceed 200 words.**



(<https://i2.wp.com/ieltsliz.com/wp-content/uploads/2015/01/Bar-Chart-Model.jpg>)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(15 Marks)

(Total40 Marks)

Part C: GRAMMAR& VOCABULARY

Question No.05

Answer these questions on basic grammar rules. Underline the correct answer.

1. The first letter of the first word in a sentence should be
a) a large letter b) a capital letter
2. The order of a basic positive sentence is
a) Subject-Verb-Predicate b) Verb-Predicate-Subject
3. Every sentence must have a subject and
a) a verb b) an object
4. A plural subject needs
a) a singular verb b) a plural verb
5. When two singular subjects are connected by “or”, use
a) a singular verb b) a plural verb
6. Adjectives usually come
a) before a noun b) after a noun
7. If an opinion-adjective and a fact-adjective are used before a noun, which comes first?
a) a fact-adjective b) an opinion-adjective
8. In British English, a collective noun is usually treated as
a) singular b) plural
9. The terms "its" and "it's" have
a) the same meaning b) different meanings
10. Which is correct?
a) You're looking good b) Your looking good

(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 or underline the homophone that best fits the sentence.

Example A: I had to bring the bag there/their.

Answer: there

1. Your perfume has a wonderful ____.

scent

sent

cent

2. I banged my ____ on the leg of the table.

tow

toe

3. What ____ do you take to work?

root

route

4. The wind ____ the door closed.

blew

blue

5. She returned to the ____ of the accident.

scene

seen

6. I had an apple and a ____ for lunch.

pair

pear

7. We walked home ____ the park.

threw

through

8. I can play a few ____ on the guitar.

cords

chords

9. Don't touch the cat's ____.

tail

tale

10. I can't eat this ____ pizza.

whole

hole

(10 Marks)

(Total 20 Marks)

Part D: WRITING

Question No. 07

Answer only **ONE** question.

- a. The management of your company has recognized the need to improve the level of English of its employees. They are keen to introduce an intensive reading programme that was used by the XYZ company. Imagine that you have visited this company.

Write a brief **report** covering the following areas: a brief **Introduction**, **Methodology** you used to collect information about the effectiveness of the reading programme, **Findings**, **Conclusion**, and **Recommendations** (Should the company implement this programme? Why?).

OR

- b. Write an **essay** on the topic “**The Pen is Mightier than the Sword**”.

Limit your report to 300 words.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

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.

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 20 Marks)