

2ND SEMESTER EXAMINATION – 2006

BUSINESS COMMUNICATION IN ENGLISH

Full Marks – 70

Time – 3 Hours

The figures in the right hand margin indicate full marks for the questions.

Answer Question No. 1 which is compulsory and any five from the rest.

1. ✓ Read through the passage below and answer the questions that follow :

A few days back a monkey had taken away a 40-day old baby and threw it into a well. Last week I noticed to my horror a long line of patients waiting at the Capital Hospital for anti-rabies injection. They were either bitten by dogs or monkeys. I had accompanied one of my rela-

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tions who was badly attacked by a stray dog. Some of them explained that they were waiting from the previous day but the stock of anti-rabies injections has been exhausted hence there was no alternative but to wait there. It is surprising that despite so many incidents of dog and monkey biting why is the municipal authority not taking steps to get hold of these stray animals causing nuisance. Both in town and mofussil areas the stray dogs and monkeys are causing harm to humans. It is high time the authorities initiated effective action against these animals and simultaneously preserved sufficient stock of anti-rabies injections in hospitals.

- (a) Where do you think this passage comes from ? (Where do you normally find this type of writing ?) 1
- (b) Choose a heading for the passage which will convey the central idea. 1
- (c) Has the writer been able to convey his 'message' effectively ? State the reasons for your opinion. 3

- (d) Re-write the passage so as to improve it. Highlight the improvements that you have made. 15

2. Write a paragraph of about 150 words on any *one* of the following topics : 10

- (i) Improving the system of justice in this country.
- (ii) Cricket stars shine brighter than film stars.
- (iii) Changing weather patterns in India.

3. Write a summary of the passage below in about 75 words, retaining only the main points : 10

The IIT Campus in Delhi is separated from the JNU Campus by an 80-foot wide highway, but when it comes to George W. Bush, the separation is infinitely greater. The two campuses are poles apart ideologically; hence their reactions to the Bush visit were, naturally, very different.

Many students at the IIT viewed the visit as 'a great opportunity for the country', while for many others the much-touted Indo-US partnership was

merely 'a marriage of convenience.'. But at JNU, Bush is more than anathema. The campus was plastered with posters of 'Mass Murderer George Bush Go Back'. The ideologues at JNU, mostly left-leaning, raised slogans like "*Tel chor Bharat chhoro*" ('Oil thief, leave India'). Over the past week-end, there has been a rash of anti-Bush events at the campus, with well-known opponents of American nuclear policy such as Arundhati Roy being invited to address student meetings.

Voicing the opinions of most IITians, Sunaina Jain said "There is no harm in sleeping with the enemy if it is in your interest. With his record, Bush is not the right person to talk about a war on terror. The US has traditionally supported dictators. On the other hand, the nuclear deal is a big plus for India. If more US companies come in, job prospects will improve. India and America need each other."

If you compare that with what K. Raj, a final-year M.A. student of International Relations at JNU has to say, the gap between the two

campuses obvious. "It's not as if the US or Bush has suddenly fallen in love with India. America needs India as a shield against the growing might of China. It is entirely in their own political interest. Our government has sacrificed its independence in foreign policy for the sake of the carrot of the nuclear deal."

4/ ✓ Imagine that a leading multi-national company has advertised some jobs, for one of which you feel you are qualified on account of your academic and professional background. Write a letter, addressed to the Director of Human Resources in the company, in 150-200 words, providing a brief summary of your main achievements and highlighting the qualities that would make you suitable for a particular job which has been advertised. 10

5. Imagine that you are part of a Research and Development team that has made an important 'break-through' in some area connected with your academic or professional discipline (e.g., your team may have developed a new software

package or improved upon an existing manufacturing process.) You have been invited to make an oral presentation before a group of professionals. Draft, in about 150-200 words, the text of an informal talk that you would give. 10

6. Produce the text of a 150-word brochure, on behalf of the Department of Tourism, Government of Orissa, intended to promote tourism in the state. (Indicate what kind of 'graphics' or 'visuals' you would want to use for this brochure.) 10

7. You have been informed that President A.P.J. Kalam is scheduled to visit Orissa. The Student's Union of your college resolves to invite the President. As the Secretary of the Union, you are required to draft the letter of invitation. Prepare this draft, in about 150-200 words. (Remember, many institutions will be competing for the President's time, and you will have to convince him that your college deserves the honour of a Presidential visit.) 10

8. Imagine that the Vice Chancellor of BPUT has asked you to submit a report suggesting some

measures that could be adopted to improve the teaching of Communication Skills ("Communicative English" and "Business Communication") in the university.

Prepare this report in about 150 words. Use 'bullets' to highlight the concrete suggestions that you are making. 10

