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MCA (II)
HSS 1002

Second Semester Examination, 2004

BUSINESS COMMUNICATION IN ENGLISH

Full Marks : 70

Time : 3 hours

Answer Q. No. 1 which is compulsory and
any five from the remaining questions

The figures in the right hand margin indicate marks


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POWER OF KNOWLEDGE

1. a) Read the following and add 3-4 sentences
of your own without violating the coherence
of thought or logic:

The 'Industrialist' writes Lincoln,
'concentrates on machines and neglects
man, who is the producer and developer of
the machine and, obviously, has far greater
potentialities. He will not consider the fact
that undeveloped geniuses are doing
manual jobs in his plant where they have
neither the opportunity nor are given the
incentive to develop themselves to genius
or even to normal intelligence and skill.

(Turn Over)

- ✓ (b) Rectify the incoherence in the following:
Progress is not a luxury, it is a dream of national life. Our survival depends on it. We must gear up ourselves to achieving development and status.
- ✓ (c) What should be the content of a business proposal?
- ✓ (d) Prepare lecture notes for the launch of a new product.
- ✓ (e) Write the format of an E-mail message to an organization acknowledging receipt of their Annual Report.
- ✓ (f) Draft a functional CV emphasizing your attitude to work.
- ✓ (g) Write a job application in response to a newspaper advertisement.
- ✓ (h) What are the features of intra organizational relationship?
- ✓ (i) Draft an agenda for the annual meeting of your organization.

- ✓ (j) What is normally expected of a candidate at an interview? Give a list of the main aspects. 2 x 10
- 2. Develop the following topic sentence into a paragraph of about 80 words:
 - ✓ (a) Personality, in a professional, is often a substitute for words. 5
 - ✓ (b) Write a proposal report, in about 80 words for opening a branch office of your organization in a suburban area. 5
- 3. (a) Read the following passage and note the main points: 5

Industrialism on a mass scale will necessarily lead to passive or active exploitation of the villagers as the problems of competition and marketing come in. Therefore, we have to concentrate on the village being self-contained, manufacturing mainly for use. Provided this character of the industry is maintained there would be no objection to villagers using even the modern machines and tools that they can make and can afford to use. Only they should not be used as means of exploitation of others.

Course

(b) Prepare a bibliography of the following: 5

(i) Sir M. Monier—Williams, *Brahmanism and Hinduism* published in London 1893 by George Allen & Unwin.

(ii) Jawaharlal Nehru
Title of the book—*Toward Freedom* published in 1941 in New York by Macmillan.

(iii) Dr. S. Radhakrishnan wrote *Eastern Religion and Western Thoughts* in 1940 (published by Oxford Univ. Press, Oxford in 1940).

(iv) Irawati Karve—Author
Book—*Yuganta*
Year—1974
Publisher—Disha books, Orient Longman Limited.

(v) Paper published in 'Indian Literature' by K. P. Mohanty in 2003—title of the paper *Myth and Creative symbolization in Literature: A Case Study of Postmodern poetry.*

4. (a) Prepare your Curriculum Vitae highlighting your special achievements and aptitude. 5

(b) Your organization is launching a new product. As the spokesperson of the organization you are to brief the print media. Prepare a draft. 5

5. (a) You are the Chairman of the Tender Committee of your organization. You open the tenders in the presence of the other members and the representatives of the tenderers. Draft a resolution of the proceedings. 5

(b) You are to make a presentation at a seminar on 'Labour Unrest and the Role of Management in Modern India'. Write your presentation in about 80 words. 5

6. (a) Write topic sentences on the following topics: 2

(i) Outsourcing

(ii) Constraints of Development.

(b) Comment on the coherence of thought in the following sentence:

Industry must wake up to the call of the times. Managers make organizations profitable units. One should not be guided by emotions in management.

2 1/2

(c) Have the sentence linkers been properly used in the following paragraph? Point out the inconsistencies, if any:

Management must have a human face, therefore, managers must be made aware of the basic instincts of man in the organized sector. So that relationship between the workers and managers will be better.

2 1/2

(d) Write a brief note on the structure of a business report.

2 1/2

7. (a) What is the difference between a chronological and a functional CV? Illustrate.

2 1/2

1 1/2 (b) Why do you think public relations are an important factor in business organizations?

2 1/2

1 1/2 (c) Write the format of an E-mail message.

2 1/2

1 1/2 (d) Prepare lecture notes on the topic: Responsibilities of a Manager.

2 1/2

8. (a) How will you document the following reference:

Page 212 of The Rhetorics of Fiction—by Wayne C. Booth, Second Edition 2000 published by Fontant Book.

2 1/2

(b) Write a short note on preparing for an interview.

2 1/2

(c) List five questions that you would expect at a job interview.

2 1/2

(d) Draft a notice, intimating members of a committee to attend a meeting.

2 1/2

