

Assignment
English for Business Communication (BEGE-104)

Assignment Code: BDP/BEGE-104/TMA/2016-17
Max. Marks: 100

Note: Answer all questions

1 Read the passage carefully and answer the questions given below.

For many people, there are essentially only two speeds, fast and faster. It seems that, most of the time, we are scrambling around, moving very quickly, doing three or four things at once. Often we are only paying partial attention or half listening to the people we are working with. Our minds are cluttered and overly busy.

Perhaps the reason so many of us spend so much time scrambling is that we fear falling behind or losing our edge. Our competitors, and everyone else around us, seem to be moving so fast that we feel we must do the same.

It's important to note that, in this hyper, frenetic state of mind, our concentration suffers. We waste previous energy and have a tendency to make mistakes. When we're scrambling, it's difficult to determine what's truly most relevant because we are so preoccupied with getting everything done. Because we are moving so quickly, it's easy to get stressed out, nervous, and agitated. And because we are so "on edge," things get on our nerves easily and often. When we are scrambling, it's really easy to sweat the small stuff.

As an experiment, see if you can make a conscious effort to slow down – both your thinking and your actions. If you do, I think you'll be pleasantly surprised to discover that, despite the slower speed, you'll become more relaxed and far more effective. The reason this happens is that you'll regain your composure and be able to see the bigger picture. Your stress level will drop dramatically and it will even seem like you have more time. Your thinking and listening skills will become sharper and more honed. You'll be able to anticipate problems rather than finding yourself in the middle of them so often.

I'd estimate that I operate at about half the speed I did ten years ago. I get about twice as much work accomplished! It's actually quite remarkable how much you can do when you're calm and collected. And perhaps even more importantly, you enjoy what you are doing far more than when you're rushing around. I fully acknowledge the need to be productive, and I realize how much work there is to do. However, ironic as it may seem, it's often the case that you'll get more done in less time when you stop scrambling so much.

- | | | |
|----|---|---|
| 1a | What does the writer mean when he says "...there are essentially only two speeds, fast and faster". | 2 |
| 1b | Why are we compelled to behave in this manner? | 2 |
| 1c | What happens to our efficiency when we move in this hyper fashion? | 3 |
| 1d | Give reasons why you would function better when you slowed down? | 2 |
| 1e | Give a title to the passage. | 1 |

- 1f Make a sentence with the following words/phrases from the passage: 10
- | | | | |
|-----|-------------------|------|--------------------------|
| i | Scrambling around | ii | paying partial attention |
| iii | cluttered | iv | falling behind |
| v | losing our edge | vi | frenetic |
| vii | agitated | viii | stressed out |
| ix | get on our nerves | x | regain your composure |
- 2 Write short notes on any *three* of the following: 15
- | | |
|-----|---|
| i | Some safe and unsafe topics for small talk |
| ii | Difference between a Portfolio and a Resume |
| iii | Features and uses of a Memo |
| iv | Different kinds of Reports |
- 3a Rewrite the sentences in the passive using *by*. 5
- | | |
|-----|---|
| i | Tourist activities have reduced the number of turtles. |
| ii | Tourists put sun beds and sun umbrellas on nesting beaches. |
| iii | Noise and lights from hotels frighten female turtles. |
| iv | Dogs dig up turtles' eggs. |
| v | Large fish eat baby turtles. |
- 3b Turn the following into reported speech: 5
- | | |
|-----|--|
| i | "Do you know the way, Shikha?" she said. |
| ii | "Where are you going, anyway?" he asked his friend. |
| iii | "If you wish, I will do it once," the man told them. |
| iv | "Gentlemen, please take your seats," he said. |
| v | "Long may you live to carry on the good work," she said. |
- 3c Complete the sentences. Choose a, b or c. 10
- | | | | | |
|------|--|--------------|--------------|-----------|
| i |we go to the football match, we can't see Baichung Bhutia play. | a- when | b-unless | c-in case |
| ii | I'll play the gameI can keep the scores. | a- in case | b-as long as | c-unless |
| iii | I'll explain the rules to you.....you don't know them. | a-when | b-if | c-unless |
| iv | Nikhil won't play the game.....everyone plays. | a-when | b-unless | c-if |
| v | You score a pointyou answer the question correctly. | a-as long as | b-even if | c-unless |
| vi | You ought to phone Vijay.....he forgets to come this afternoon. | a-when | b-unless | c-in case |
| vii |it doesn't stop raining, we'll stay at home. | a-as long as | b-when | c-if |
| viii | We'll start playing again.....Vijay arrives. | a-when | b-until | c-unless |

ix We will let you play with us.....you don't cheat.
a-in case b-provided that c-when

xhe doesn't come, we will still play.
a-even if b-though c-until

Write a telephone conversation between yourself and your colleague who has invited you to a party. Express the following: 15

- Receive the invitation.
- Politely express your inability to attend the party giving a suitable reason (like you might be out of town on the said date).
- Wish your friend a great party and convey your regrets.

If you were the interviewee, how would you conduct yourself in a telephone vs. face-to-face interview? 10

As a warden of the college hostel, you have noticed that some of the students residing in the hostel smoke and drink in the night. This is against the rules. Write a memo to the students: 10

- clearly forbidding them from smoking and drinking
- stating the punishment that will be meted out to them if they are caught smoking/drinking in the hostel premises

Prepare 5 suitable slides for making a presentation on any one of the following topics. Number each slide in your answer sheet. 10

- Suggestions to improve people's output at the workplace.
- Career planning in your profession.



ASSIGNMENT SOLUTIONS GUIDE (2016-2017)

B.E.G.E.-104

English for Business Communication

Disclaimer/Special Note: These are just the sample of the Answers/Solutions to some of the Questions given in the Assignments. These Sample Answers/Solutions are prepared by Private Teachers/Tutors/Authors for the help and guidance of the student to get an idea of how he/she can answer the Questions given in the Assignments. We do not claim 100% accuracy of these sample answers as these are based on the knowledge and capability of Private Teacher/Tutor. Sample answers may be seen as the Guide/Help for the reference to prepare the answers of the Questions given in the assignments. As these solutions and answers are prepared by the private teacher/tutor so the chances of error or mistake cannot be denied. Any Omission or Error is highly regretted though every care has been taken while preparing these Sample Answers/Solutions. Please consult your own Teacher/Tutor before you prepare a Particular Answer and for up-to-date and exact information, data and solution. Student should must read and refer the official study material provided by the university.

Note: Answer all questions

Q. 1. Read the passage carefully and answer the questions given below.

For many people, there are essentially only two speeds, fast and faster. It seems that, most of the time, we are scrambling around, moving very quickly, doing three or four things at once. Often we are only paying partial attention or half listening to the people we are working with. Our minds are cluttered and overly busy.

Perhaps the reason so many of us spend so much time scrambling is that we fear falling behind or losing our edge. Our competitors, and everyone else around us, seem to be moving so fast that we feel we must do the same.

It's important to note that, in this hyper, frenetic state of mind, our concentration suffers. We waste previous energy and have a tendency to make mistakes. When we're scrambling, it's difficult to determine what's truly most relevant because we are so preoccupied with getting everything done. Because we are moving so quickly, it's easy to get stressed out, nervous, and agitated. And because we are so "on edge," things get on our nerves easily and often. When we are scrambling, it's really easy to sweat the small stuff.

As an experiment, see if you can make a conscious effort to slow down – both your thinking and your actions. If you do, I think you'll be pleasantly surprised to discover that, despite the slower speed, you'll become more relaxed and far more effective. The reason this happens is that you'll regain your composure and be able to see the bigger picture. Your stress level will drop dramatically and it will even seem like you have more time. Your thinking and listening skills will become sharper and more honed. You'll be able to anticipate problems rather than finding yourself in the middle of them so often.

I'd estimate that I operate at about half the speed I did ten years ago. I get about twice as much work accomplished! It's actually quite remarkable how much you can do when you're calm and collected. And perhaps even more importantly, you enjoy what you are doing far more than when you're rushing around. I fully acknowledge the need to be productive, and I realize how much work there is to do. However, ironic as it may seem, its often the case that you'll get more done in less time when you stop scrambling so much.

Q. 1. (a) What does the writer mean when he says "...there are essentially only two speeds, fast and faster".

Ans. It seems most of the times we are found ourselves in sort of bother when we had partial attention to any matter or half listening the matter.

Q. 1. (b) Why are we compelled to behave in this manner?

Ans. We are feeling the fear of falling behind or losing our edge. Hence, we are compelled to behave in this manner.

Q. 1. (c) What happens to our efficiency when we move in this hyper fashion?

Ans. In hyper and frenetic stock frenetic state of mind we tend to suffer our concentration and that results in mistakes.

Q. 1. (d) Give reasons why you would function better when you slowed down?

Ans. Because on slowing down we become more relaxed and for more effective hence we function better when we slowed down.

Q. 1. (e) Give a title to the passage.

Ans. SLOW and STEADY WINS THE RACE

Q. 1. (f) Make a sentence with the following words/phrases from the passage:

- | | |
|------------------------|-------------------------------|
| (i) Scrambling around | (ii) paying partial attention |
| (iii) cluttered | (iv) falling behind |
| (v) losing our edge | (vi) frenetic |
| (vii) agitated | (viii) stressed out |
| (ix) get on our nerves | (x) regain your composure |

Ans. (i) Scrambling around: I find all of them scrambling around this matter because they seem to be not reaching the conclusion easily.

(ii) Paying partial attention: Sunil is paying partial attention towards the instructions given by the maths teacher.

(iii) Cluttered: All his hopes cluttered in one second after hearing such a bad news.

(iv) Falling behind: No body wants to be falling behind from others in this competitive world.

(v) Losing our edge: We are now slowly losing our edge on the game.

(vi) Frenetic: I always find my new young students in the Frenetic stage of mind.

(vii) Agitated: I find myself agitated in that matter and I became cluttered.

(viii) Stressed out: I am giving the answer of all the reporters I was feeling stressed out.

(ix) Get on our nerves: That sudden incident of demise of my grand father get on our nerves and we all become helpless.

(x) REgain your composure: I try to regain my composure.

Q. 2. Write short notes on any three of the following:

(ii) Difference between a Portfolio and a Resume

Ans. Resume is a concise document but portfolio is the collection of all the certificates and documents in a systematic order. Resume is the part of the portfolio. The first document which is to be kept in the portfolio is resume. A portfolio is to be carried at the time of interview. A resume can be sent out through mail or post but not portfolio. All the evidence of your skills and abilities is to be kept in the portfolio. A portfolio contains colourful graphics relevant to post you are applying for.

A portfolio can represent certain qualification and skills of the applicants which are abilities, skills, knowledge and potentials. A portfolio represents the status of a candidate in his professional arena.

Your portfolio should be updated regularly. Collecting the documents for your portfolio is not an easy task, it takes a lot of time. A portfolio is very important and essential thing to showcase all your credibility, skills, awards and honour which you get in your school, college or previous job. The person should always collect the documents to put up in the portfolio. This is a continuous process.

(iii) Features and uses of a Memo

Ans. Memoranda, or memos, may be the single most common type of writing in business. You will write them to peers, subordinates, and supervisors in your organization. Even if you work in an organization with “e-mail” – that is, the capacity to send and receive messages by computer – you still will have to compose messages that convey your point with brevity, clarity, and tact.

Features of Memo:

- The organization’s logo and the word “MEMORANDUM”

The “to” line – indicating the recipient of the memo

The “from” line – indicating who is responsible for the memo (Most writers put their initials next to their typed name to show that they have reviewed the memo.)

The “subject” line – a brief but specific statement that indicates the subject of the memo to the reader.

The “date” line – the date the memo is written.

- Be clear, brief, and tactful.

Memos are rarely longer than one page.

- The first sentence of a memo should explain its purpose.
- A second sentence, outlining the main parts of the memo, usually completes the first paragraph.
- Supporting points, with strong points at the beginning and/or end.
- Frequent use of short paragraphs, headings, or listed items.
- Absolute clarity about what the memo has to do with the reader.
- Tactful presentation of any negative news.
- Reference to attachments, when much detail is needed.
- Clear statement of what step should occur next.
- Another effort to retain goodwill and cooperation of readers memo format.

Uses of a Memo

- memorandum is use to convey instruction or directive
- it serves as a reminder
- it use for a request/proposal
- it use as notice
- to inform others about new or changed policy, procedures, organizational details
- it is use as caution
- to announce meetings, events, changes
- to present decisions, directives, proposals, briefings
- to transmit documents (internal)

(iv) Different kinds of Reports

Ans. General Kinds of Reports

News Reports–The news gathered from all over by the reports and journalist is selected and presented to the readers in a way in which it will be interesting and useful to them. The reports and editors select that what new and reports are worthy to be print. Newspaper post staff at different location in the field to cover events.

Business Reports-Internal

In the previous section we looked at different kinds of report. In this section we will examine business reports. Reports provide information on aspect crucial to the running of a business establishment. Reports are necessary for various kinds of activities undertaken by business organizations.

Market Survey Reports

The first thing that we need to do to introduce a product or service in the market ia assessing customer needs and requirements. Marketing personnel are entrusted wit hthe responsibility of identifying a niche for a new product. This may be done along certain specific format and pattern.

Internal Inquiry Reports

An organization needs to look into these problems which could be related to customer satisfaction, employee satisfaction, salary structure business competition or problem related to all of these. When such problem arise committee are appointed to study the problem and suggest solutions. The scope of each issue is defined and a time specified fro the report to be submitted. In this section we will study a sample of this kind of report.

Q. 3. (a) Rewrite the sentences in the passive using by.

(i) Tourist activities have reduced the number of turtles.

Ans. The number of tourist have been reduced by tourist activites.

(ii) Tourists put sun beds and sun umbrellas on nesting beaches.

Ans. By Tourists put on such beds and such umbrellas on the nesting beaches.

(iii) Noise and lights from hotels frighten female turtles.

Ans. Noise lights by the hotels frighten the female turtles.

(iv) Dogs dig up turtles' eggs.

Ans. By Dog's Ligging up turtles eggs.

(v) Large fish eat baby turtles.

Ans. By large fish eating baby turtles.

Q. 3. (b) Turn the following into reported speech:

(i) **“Do you know the way, Shikha?” she said.**

Ans. Shikha said do you know the way.

(ii) **“Where are you going, anyway?” he asked his friend.**

Ans. He asked his friend anyway that where he was going.

(iii) **“If you wish, I will do it once,” the man told them.**

Ans. The oldman told them he will do it once if he wish that.

(iv) **“Gentlemen, please take your seats,” he said.**

Ans. He said to gentlemen to take their seats.

(v) **“Long may you live to carry on the good work,” she said.**

Ans. She said that you live long to carry on the good work.

Q. 3. (c) Complete the sentences Choose a, b or c.

(i)we go to the football match, we can't see Baichung Bhutia play.

(a) when (b) unless (c) in case

Ans. (b) unless

(ii) I'll play the game I can keep the scores.

(a) In case (b) as long as (c) unless

Ans. (b) as long as

(iii) I'll explain the rules to you you don't know them.

(a) when (b) if (c) unless

Ans. (b) if

(iv) Nikhil won't play the game everyone plays.

(a) when (b) unless (c) if

Ans. (b) if

(v) You score a point you answer the question correctly.

(a) as long as (b) even if (c) unless

Ans. (a) as long as

(vi) You ought to phone Vijay he forgets to come this afternoon.

(a) when (b) unless (c) in case

Ans. (c) in case

(vii) it doesn't stop raining, we'll stay at home.

(a) as long as (b) when (c) if

Ans. (c) if

(viii) We'll start playing again Vijay arrives.

(a) when (b) until (c) unless

Ans. (b) until

(ix) We will let you play with us you don't cheat.

(a) in case (b) provided that (c) when

Ans. (b) provided that

(x) he doesn't come, we will still play.

(a) even if (b) though (c) until

Ans. (a) even if

Q. 4. Write a telephone conversation between yourself and your colleague who has invited you to a party.

Express the following:

Receive the invitation.

Politely express your inability to attend the party giving a suitable reason (like you might be out of town on the said date).

Wish your friend a great party and convey your regrets.

Ans. A: Hello

B: Hello, How are you

A: I am fine, you tell

B: I am fine to
A: Hey, Amit, what are you doing this weekend?
B: I didn't have any big plans.
A: We are putting together a birthday party for Sonia.
B: That sounds like fun. Where will it be?
A: We thought it would be fun to have a pool party at Jay's house.
B: Bro, sorry to inform you that I can't come.
A: Why so?
B: I will be out of the town.
A: Oh, no. Where are you going?
B: I am going for an interview in Mumbai.
A: For which organization.
B: For Indian Navy.
A: Oh that's great.
B: Thanks
A: Best of luck, but we surely miss you.
B: Sorry dear for my unavailability.
A: No, its ok, see you.
B: Bye dear.

Q. 5. If you were the interviewee, how would you conduct yourself in a telephone vs. face-to-face interview?

Ans. Phone interview is a very latest, modern and easiest way to conduct interviews. It saves time, money, manpower and unnecessary formalities which is done in other type of interviews. The candidate feels very comfortable because he do not have to go anywhere to look for the location of the place of the interview.

READING COMPREHENSION-1

In this passage you will learn how to face phone interview.

You have to take certain steps to ensure that your telephone interview smooths very easily. First of all, note down the time and date of telephone call and the name of the interviewer. Check out the time and date which is mentioned is from you country or of a foreign country? If it is from foreign country then ask the local time because the time may be different of foreign country. The room in which you are receiving the call should be free from any kind of distraction, disturbance or noise. There should not be any noisy elements in the room such as noisy fan, air conditioner, coolers, another telephone or cell. The room in which you are sitting should be very comfortable, lighting should be proper, there should be a glass of water, note pad and a handy pencil. A copy of your CV or resume should be with you. If interview is taking place at your home make sure that there is someone at home to receive the visitor and door bell. And mind that nobody disturb you in your room till the interview is over. Keep a recorder nearby you to listen later what you have said in the interview. The telephone should be free from noise.

There is a specific way to use the technique of telephone conversation when you receive a call for the interview.

Greet and introduce yourself and ask who is on the other hand. Listen carefully and speak politely and clearly at a suitable speed. Be aware when to speak, when to listen and when to stop.

Mind you language, tone, accent, pronunciation and stress, make sure the interviewer cannot see you and your body language. Be eager, interested and enthusiastic to listen the interviewer. Speak to the point. Ask for clarification, if required. Make sure that the interviewer is getting your point properly. Be very polite to closing the interview with appropriate greeting. Make sure that your idea are well prepared and well organized and it is more important in case of a telephone interview. Organizing our idea depend on what is our topic and what is our goal in interview and whom we are talking.

Following are steps one can take before giving telephonic interview:

- Make sure that phone line is working.
- Make sure that there is no line disturbance.
- The place where you are sitting is not noisy.
- Be positive and polite.

READING COMPREHENSION-2

You should have some kind of skills and requirement to face walk-in interview. Few type of job requires candidate having a good personality and presentable figure and in that case the candidate may be asked to come for walk-in interview to assess the suitability of the candidate for the job. In walk-in interview a candidate may be asked to come on specific date and time. A candidate may be come with their CV and application on a particular day and specific time (like Thursday 5th December, 2013 10 to 4 P.M.).

All the candidates should report on the same day and on same time for the interview. A businessman who runs a business and he does not have secretarial staff to help him in his work and to handle the paper work involved in the long process of recruitment. In this case the idea of walk-in interview may be a very good option to save time, money and manpower. Face-to-face interview is a very complicated and time consuming issue. Face-to-face interview needs time, money, man- power, panel of expert. Face-to-face interview includes fixing the venue date and time interview, informing the candidate of these details, preparing a brief synopsis of these candidates, deciding members of interview panel, contacting these members and seeking their consent and availability and issue of appointment letter by the HRD.

Face-to-face interview is a long time process and wide net for recruiting the candidate. A different reason behind the preference of walk-in interview may be that the vacancy is for shorter period and the employer is aware that the job is specialized job and many candidates will not be eligible for this kind of job or the candidates do not have special qualification.

Q. 6. As a warden of the college hostel, you have noticed that some of the students residing in the hostel smoke and drink in the night. This is against the rules. Write a memo to the students: clearly forbidding them from smoking and drinking stating the punishment that will be meted out to them if they are caught smoking/drinking in the hostel premises

Ans. MEMO

Dear All,

Greetings For The Day...!!!

I am Warden of the boy's hostel. I have found that many students are use Tobacco and Smoking in the hostel premises. The Dean that Send a Warning Letter to All students for Smoking and Tobacco use. The student who find guilty will be punished. So I urge every student to stop and quit smoking and urge others to quit too.

Thanks,

Raman

Warden, Boys Hostel

Q. 7. Prepare 5 suitable slides for making a presentation on any one of the following topics. Number each slide in your answer sheet.

- Suggestions to improve people's output at the workplace.
- Career planning in your profession.

Ans.

SLIDE 1

Your Carrer Planning Starts Here

SLIDE 2

Learn about employment trends:

The Internet

News Programmes

Government Statistics and Publications

Media/Social Media

Networking

SLIDE 3

In today's society higher education improves you chances of getting a job, yet you need to continually learn through experiences

Need for training and education over a lifetime

Without training and education skills will soon become obsolete

SLIDE 4

Online sales are increasing 10-20% a year while traditional retail sales are stagnant
Online marketing is used for most retail sales
E-commerce will become an important part of business education

SLIDE 5

Starting your own business
Taking advantage of technology to work from home
Entrepreneurs often have very high job satisfaction because of new and exciting opportunities happening almost daily. You never know what your next day of work will bring
You have control over the decision making for the entire company

- o You have more flexibility with your work schedule and have the freedom to run a company how you want

SLIDE 6

Manage time and money
Participate as a member of a team
Use computers to access information
Develop efficient management systems
Use technology.

