

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2008–09)

SUBJECT CODE: EN/FC/WP33

B.A./ B.Sc./B.S.W DEGREE EXAMINATION, NOVEMBER 2009
THIRD SEMESTER

COURSE : FOUNDATION CORE – GROUP A
PAPER : WRITING FOR SPECIFIC CONTEXTS AND FOR SPECIFIC PURPOSES

TIME : 2 HOURS

MAX. MARKS: 50

- I. M. A. Jacob , a retail furnishing store has purchased 50 carpets from Lalwani Carpets Pvt. Ltd. As store manager you find that the carpets are defective in quality. They also seem to have been damaged in transit. Write a letter of complaint in the form of a formal email to Lalwani Carpets. (10x1=10)
- II. The Ram Mohan Commission has been appointed by the Central Government to look into higher education in India and identify the most serious shortfalls so that corrective action can be taken for the XIIth Plan. They have a website inviting students to identify specific defects in the existing state of higher education and to make constructive suggestions. Write a formal email giving your opinion in not less than 250 words. (10x1=10)
- III. “ Are you young, keenly interested in the national and international scene, excited by the media and planning to make a career in journalism? *Frontline* needs junior editors to be based at Chennai and Delhi. A basic degree in Economics, with post graduate specialization in media studies would be ideal, but we are open to talent from every discipline. We need excellent oral communication and polished writing skills. Salary will match the best in the industry.” Reply to this advertisement with a formal letter of application and your C.V. (10x1=10)
- IV. a. You would like to be considered for a research grant at the Institute of Advanced Studies, Simla. Create a letter of application outlining your proposed line of research in about 150 WORDS and a C.V. that establishes your credentials.

OR

- b. Write a Company Profile for Tata Tea. You may use, organize, and present coherently and in the correct format, the following information (10x1=10)

Tata Tea - comprehensive labour welfare programmes that offer free housing, healthcare and other benefits.- set-up and manages hospitals, adult-literacy centres, childcare centres and schools to educate the children of its employees - special facilities to look after "differently abled" children of the workers - enhancing their skills and abilities. Tata Tea has institutionalised a process of Annual Welfare Audit conducted by renowned WHO experts, among the first Indian companies to do so. the growing programme of local and corporate activities - from waste management programmes at our Eaglescliffe Tea Factory to the provision of safe water for 10,000 people in the tea growing areas of Malawi. Our environment policy -managing the nature and quantity of waste we create -the energy we use in our facilities - the movement of goods and people. - our UK-based sites - were awarded ISO 14001 certification for environment management systems in March 2005.

The Tata Tea brand is accorded "Super Brand" recognition in the country. Tata Tea's distribution network in the country with 38 C&F agents and 2500 stockists caters to over 1.7 million retail outlets (ORG Marg Retail Audit) in India.

Largest company in branded packaged tea segment in terms of volume in India(volume sales 70 million kg.in India =19.2%) second largest in the world. Branded tea business = 86% of company's consolidated turnover; remaining 14 % - Bulk tea, Coffee, and Investment Income. 5 major tea brands – Tata Tea, Chakra gold, Gemini, Agni, Tetley. Employs 59,000 people. 54 tea estates, in Assam, West Bengal, Kerala. 10 tea blending factories. One of the first MNCs in India. Head quarters - Kolkata. products sold in 40 countries. In 1983 the company became Tata Tea from the erstwhile Tata Finlay(1964). Acquired Tetley (largest tea company in UK and Canada)- 2000 and accessed new markets and products - also synergy in tea buying and blending operations. Company now offered tea to its consumers in any part of the world and in any form they wanted.Also acquired JEMCO - largest tea company, Czech Republic in 2006.

Apart from packaged tea also sells to Western markets tea extract both black and green - used by food, beverage and personal care product industries. Exemplary employer; sold the Munnar estate to employees - 2005, reducing employee care costs by 40%. 100 % export oriented unit, manufacturing instant tea at Munnar, Kerala, largest outside USA. Full fledged R& D centre at Deok, Assam and product development centre at Bangalore. Plans to market in Far East, Syria Jordan, Pakistan, Bangladesh.

Partnerships with charities and non government organisations, focusing on causes with a clear relevance to our business - go beyond traditional corporate fundraising, involving activities that change both the Tetley business and the partner organisation for the better.- staff become personally involved in the partnerships, donating time, skills, money. (10x1=10)

- V. Write an instruction manual for *either* an electric rice cooker *or* a DVD player**
(10x1=10)