

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2011 – 12)

SUBJECT CODE : 11EL/FC/BC13

B. C. A. DEGREE EXAMINATION, NOVEMBER 2011
FIRST SEMESTER

REG. NO. :

COURSE : FOUNDATION ENGLISH
PAPER : BUSINESS ENGLISH CERTIFICATE – LEVEL – 1
TIME : 1 HOUR 30 MINUTES

TEST OF READING & WRITING

INSTRUCTIONS TO CANDIDATES

- **Do not open this paper until you are told to do so.**
- Write your Registration Number in the space at the top of this page. Write these details in pencil on your Answer Sheets **if these are not already printed.**
- Write all your answers in **pencil** on your Answer Sheet – **no extra time is allowed for this.**
- Read carefully the instructions for each part, and the instructions for completing your Answer Sheets.
- Try to answer all the questions.
- At the end of the examination hand in both this question paper and your Answer Sheets.

INFORMATION FOR CANDIDATES

There are forty-five questions on this question paper :

- Reading Questions 1 – 45
- Writing Questions 46 – 47

PART ONE

Questions 1 – 5

- Look at questions 1 – 5.
- In each question, which sentence is correct?
- For each question, mark one letter (A, B or C) on your Answer Sheet.

Example:

Telephone message

Claudia Lang caught 9.30 flight – due here 11.30 now, not 12.30.

When does Claudia Lang expect to arrive?

- A 9.30
- B 11.30
- C 12.30

The correct answer is B, so mark your Answer Sheet like this:

0	A	B	C
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

1

Martin
Re: Soledad Ramirez's
visit to March finance
conference.
Hotel booking extended
by one night as she has
requested; location
unchanged.
Bettina

Soledad Ramirez has asked

- A for a hotel closer to the conference centre.
- B to stay at the hotel longer than planned.
- C for confirmation that her conference accommodation is available.

2

We may use your contact details to send to companies whose services may be of interest to you.

- A You are advised to contact a different company for the required information.
- B Your services could be of interest to a range of companies.
- C Some other companies might be given information about you.

3

Please note:
Staff should contact the supplier's technicians if there is a fault and not attempt to repair the printer themselves.

Staff are expected to

- A try to fix minor faults with the printer.
- B report any faults with the printer.
- C inform their colleagues about faults with the printer.

4

To:	All staff
Cc:	
Subject:	Expenses

We will now pay expenses as part of monthly pay cheques rather than as separate petty cash amounts.

Accounts



Staff will now receive expenses

- A monthly from petty cash.
- B along with their salaries.
- C as a separate cheque.

5

RETAIL NEWS

Marshalsea intends to launch its redesigned store look next year, depending on the success of trials this autumn.

CLICK HERE FOR FULL STORY  

- A As Marshalsea is satisfied with its trials, it will refurbish stores in the autumn.
- B Marshalsea hopes it will see improved results this autumn after refurbishing all its stores.
- C If Marshalsea is satisfied with the results of its experiments, stores will be refurbished.

PART TWO**Questions 6 – 10**

- Look at the list below. It shows the contents of a business magazine.
- For questions 6 – 10, decide which article (A – H) would be most suitable for each person or company on the opposite page.
- For each question, mark one letter (A – H) on your Answer Sheet.
- Do not use any letter more than once.

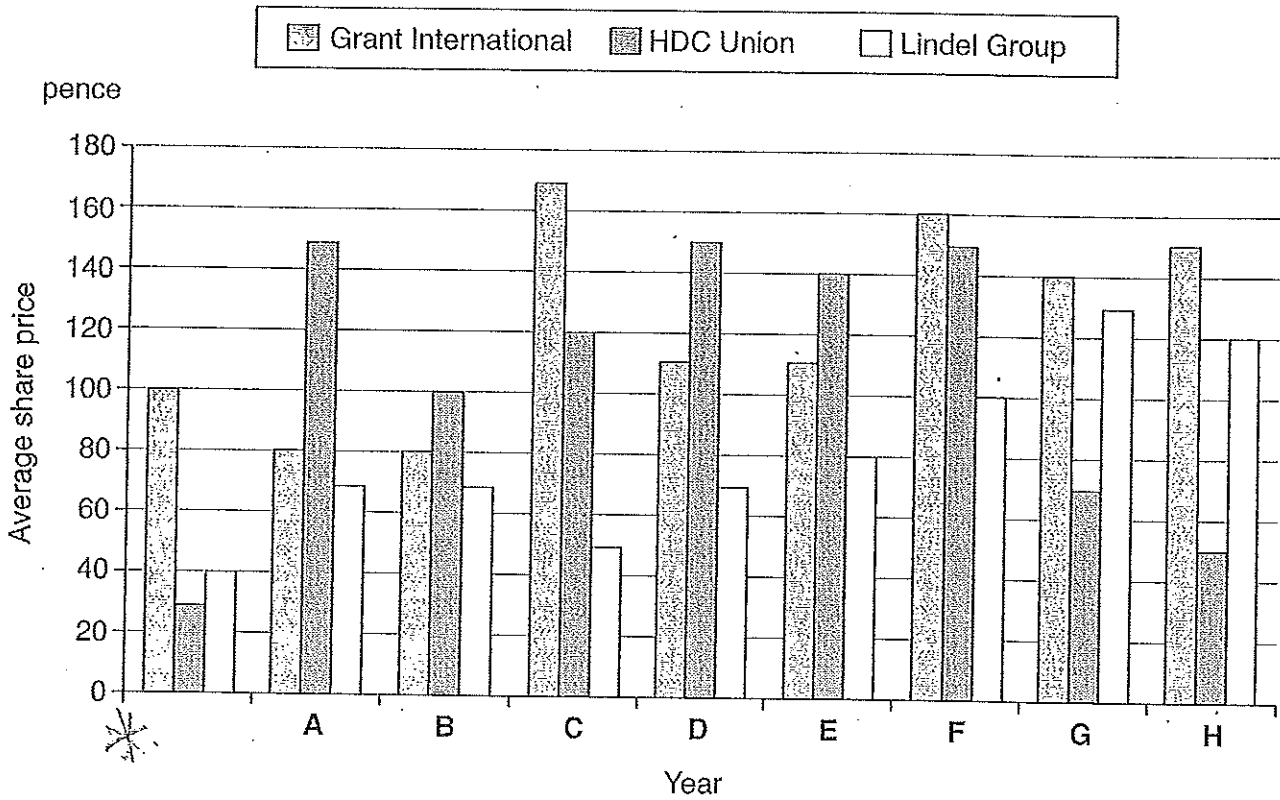
In this month's magazine

- A** Mergers and acquisitions
- B** Making stores more attractive
- C** Recent moves to senior positions
- D** Comparing potential suppliers
- E** The latest developments in information technology
- F** How to improve productivity
- G** CV – this month's profile: a top financial manager
- H** Transferring central control of your business

- 6 The Chief Executive of a newly merged manufacturing company wishes to read about ideas for raising output without increasing costs.
- 7 A retail chain's senior management want to find out about relocating managerial authority and responsibility to lower levels in the organisation.
- 8 A recently appointed purchasing officer needs to learn what to look for when deciding which firms to buy goods from.
- 9 A chain that sells computer games would like ideas for improving the design and layout of their outlets.
- 10 The new Chief Executive of a major electronics manufacturer wants to see if his appointment is mentioned in the magazine.

- Look at the graph below. It shows the average share prices of three companies, Grant International, HDC Union and the Lindel Group over a nine-year period.
- Which year does each sentence (11 – 15) on the opposite page describe?
- For each sentence, mark one letter (A – H) on your Answer Sheet.
- Do not use any letter more than once.

Average Share Prices



- 11 Although the share price for HDC Union rose and that of Grant International peaked, the share price of the Lindel Group experienced a decline.
- 12 While the share price for Grant International fell, those for HDC Union and the Lindel Group increased by approximately the same amount.
- 13 Although HDC Union's share price decreased in value, Grant International's remained steady and the Lindel Group continued its recovery.
- 14 Grant International's share price experienced an upturn, while the share price for both HDC Union and the Lindel Group declined.
- 15 HDC Union equalled previous highs in its share price, and Grant International and the Lindel Group also demonstrated an increase.

Questions 16 – 22

- Read the article below about an insurance company.
- Are sentences 16 – 22 on the opposite page 'Right' or 'Wrong'? If there is not enough information to answer 'Right' or 'Wrong', choose 'Doesn't Say'.
- For each sentence 16 – 22, mark one letter (A, B or C) on your Answer Sheet.

GOOD NEWS FROM AN INSURANCE COMPANY

For the fifth year in a row, the Loyalty Insurance Company has cut the cost of its house insurance. More than a million people with homes insured by the company will benefit from decreases of between two and four per cent on the amount they will have to pay this year. This move goes against the market trend, with other insurers increasing rates by an average one per cent.

'The level of claims has been lower than usual over this period, allowing us to make these welcome reductions,' says Malcolm Broad, Loyalty's general manager.

Although the cost of insuring a car with Loyalty has increased by six per cent this year, it is still the smallest rise in the insurance industry; most other companies' rates are, on average, ten per cent higher than they were last year.

'The company has always believed in passing on any improvement in its financial position to its customers,' says Mr Broad. 'Without doubt, this has led to a continual expansion of our business over the past few years.'

16 This is the first year that Loyalty customers are paying less for their house insurance.

- A Right B Wrong C Doesn't say

17 Insuring a house with Loyalty will be at least four per cent cheaper than last year.

- A Right B Wrong C Doesn't say

18 Loyalty is performing in a different way from other insurance companies.

- A Right B Wrong C Doesn't say

19 This year Loyalty has had the lowest number of claims ever recorded.

- A Right B Wrong C Doesn't say

20 Loyalty's car insurance is currently the cheapest available.

- A Right B Wrong C Doesn't say

21 It is Loyalty's policy to share its success with its customers.

- A Right B Wrong C Doesn't say

22 Malcolm Broad says that Loyalty's business started to grow last year.

- A Right B Wrong C Doesn't say

- Read the article below about a service which helps companies in difficulties.
- For each question 23 – 28, on the opposite page, choose the correct answer.
- Mark one letter (A, B or C) on your Answer Sheet.

THE INDEPENDENT EXECUTIVE SERVICE

How troubled businesses can benefit from the skills and experience of independent directors

Need a chairman in a hurry? An emergency finance director to sort out your cashflow problems? A leading venture capital company has set up a service which provides companies with temporary executives to help them out with particular tasks or periods of development. Michael Mann helped establish the Independent Executive Service (IES) in the late eighties, and as director of the company has led its expansion into markets at home and abroad.

The idea is simple. The skills that make a good businessperson who can launch a new business are quite different from those needed to run a medium-sized, mature operation. They are certainly not the skills needed if the business gets into difficulties, as can easily happen with fast-growing companies. It is in

situations like this that the IES steps in.

It recruits people who have spent their careers in management, usually entrepreneurs themselves who have built up their own businesses and then sold them. The prospect of spending a limited time in a wide range of businesses is attractive to them. They want to do more in business, but don't want to go through the start-up process themselves again. As Mann explains, 'most have experience of running their own companies, and sorting out problems associated with a high-growth phase – this work comes naturally to them.'

'After preliminary discussions with the client company's HR Manager, we introduce five or six candidates to their board of directors. They then select the IES executive who best fits their requirements,'

says Mann. 'We provide independent directors to many troubled companies, including those that we have already provided venture capital for. The service is free to these existing clients. For a fee, we also help out other companies which we think have a good recovery potential. Additionally, we have a great deal of repeat business from satisfied customers who buy our services again to help with a later stage of expansion.'

According to Mann, the first step for independent executives is often to establish how a business is meant to be run. 'In many small businesses, it is often unclear to board members who is responsible for what in the company. Another common starting-point is helping the existing management avoid bankruptcy. Only then is it possible to turn to more long-term issues.'

- 23 What service does the IES provide?
- A It hires out short-term directors to companies.
 - B It advises companies on the recruitment of new directors.
 - C It gives directors independent guidance on setting up new companies.
- 24 What is the idea on which the IES is based?
- A Different market sectors require different kinds of business skills.
 - B Even skilled businesspeople need help in situations new to them.
 - C Specialised leadership skills are needed to achieve fast growth.
- 25 Why do many IES executives like working for companies for limited periods?
- A They are intending to start up other companies in the future.
 - B They are running their own companies at the same time.
 - C They like the variety of working in many different companies.
- 26 Who makes the final decision about which executive will join a particular company?
- A the IES executive
 - B the HR Manager
 - C the board of directors
- 27 The IES offers its services without charge to
- A companies it has already invested in.
 - B companies it has previously provided directors for.
 - C companies it believes have a good chance of recovery.
- 28 IES executives often work with directors who are
- A unsure of their exact roles within their companies.
 - B unclear about the causes of their companies' difficulties.
 - C unaware that their companies are close to bankruptcy.

Questions 29 – 40

- Read the introduction below to a business reference book.
- Choose the correct word to fill each gap, from A, B or C on the opposite page.
- For each question 29 – 40, mark one letter (A, B or C) on your Answer Sheet.

Quick answers to key business questions

The information contained in this business reference book is directly useful to you and your business. (29) there is a lot of statistical material currently available, it tends to be about (30) industry or group of industries in particular. (31) is not terribly helpful to know what is (32) on in the pet food industry if you (33) a chain of travel agencies. And knowing (34) businesses in the UK spend on training in total tells you very (35) about your own training budget.

The information provided in the book is based entirely on British data, and is relevant to businesses throughout the UK. Companies abroad do (36) things very differently, and if overseas research information were built into the data, this could (37) in inaccuracies in the figures.

This book will (38) you with business data that is useful for all types of businesses, (39) it will apply to you whichever business you are (40) It starts with the questions you might be expected to ask and then tries to answer them.

- | | | | |
|----|------------|-----------|-----------|
| 29 | A Although | B Despite | C Unless |
| 30 | A the | B one | C every |
| 31 | A There | B It | C This |
| 32 | A getting | B taking | C going |
| 33 | A keep | B run | C work |
| 34 | A how | B whose | C what |
| 35 | A little | B few | C less |
| 36 | A other | B any | C some |
| 37 | A result | B lead | C cause |
| 38 | A produce | B offer | C supply |
| 39 | A but | B so | C whereas |
| 40 | A in | B for | C at |

- Read the two emails below.
- Complete the form on the opposite page.
- Write a word or phrase (in CAPITAL LETTERS) or a number on lines 41 – 45 on your Answer Sheet.

To:	Karen Johnson	Date:	1 May
Cc:			
Subject:	Printing		

See the message below from the printing company. They've made a better job of printing our report than Printwise. The annual dinner is coming up on 29 August so I think we should use them to produce the invitation cards. We underestimated by only getting 100 last year, so I think we should get the minimum to qualify for their discount. We need them 4 weeks in advance. Please could you complete an internal order form in my name?

Thanks a lot.

Martin Adams

Original message

To: Martin Adams, Lightwood Ltd
Cc:
Subject: Annual report

I am mailing you today 200 copies of your annual report. I hope you are pleased with the results.

Please be advised of our current promotional offer: 20% discount on printing orders of 150 items and above. Please send orders to Susanna Whitecliff by 1 June to qualify for this.

Peter Walker
Primascan

**Lightwood Ltd
Printing Order Form**

Name of printing company: 41

Type of document: 42

Date required: 43 ^{1st}..... 2006

Quantity required: 44

Requested by (full name): 45

PART ONE

Question 46

- You have just received a message that a new client, Jorge Ruiz, is arriving at your office tomorrow afternoon at 2 o'clock.
- Write a memo to your secretary, Helen Jones:
 - telling her about Mr Ruiz's visit
 - explaining why you might be late
 - telling Helen what to do with Mr Ruiz until you arrive.
- Write 30 – 40 words.
- Write on your Answer Sheet.

MEMO

To: *Helen Jones*
From:
Date: *16/03/06*
Subject: *Visit of Jorge Ruiz*

PART TWO

Question 47

- Read part of a letter below from Susan Dalton, the Sales Manager of a company that produces screens for computers.

My company produces screens which fit in front of computer monitors and protect computer operators' eyes in strong or tiring lighting conditions. These screens are new on the market, but we have fully tested them. The trade price is \$50 per screen.

We would be glad to send a representative to demonstrate our product on your premises. I am confident that your staff will notice a great improvement in comfort.

- Write a letter to Ms Dalton:
 - explaining what your company does
 - saying why your company is interested in the product
 - enquiring about the possibility of a discount
 - suggesting a date for a demonstration.
- Write 60 – 80 words.
- Write on your Answer Sheet. Do not include any postal addresses.

Dear Ms Dalton

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2011 – 12).

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B. C. A. DEGREE EXAMINATION, NOVEMBER 2011
FIRST SEMESTER

REG. NO. :

COURSE : FOUNDATION ENGLISH
PAPER : BUSINESS ENGLISH CERTIFICATE – LEVEL – 1
TIME : 40 MINUTES (INCLUDING 10 MINUTES TRANSFER TIME)

TEST OF LISTENING

INSTRUCTIONS TO CANDIDATES

- **Do not open this paper until you are told to do so.**
- Write your Registration Number in the space at the top of this page. Write these details in pencil on your Answer Sheets **if these are not already printed.**
- Listen to the instructions for each part carefully.
- Try to answer all the questions.
- Write your answers on this question paper.
- At the end of the test you will have 10 minutes to copy your answers onto your Answer Sheet.
- Read the instructions for completing your Answer Sheet carefully.
- Write all your answers in **Pencil.**
- At the end of the examination hand in both this question paper and your Answer Sheet.

INFORMATION FOR CANDIDATES

- Instructions are given on the tape.
- You will hear everything twice.
- There are thirty questions on this paper.

PART ONE**Questions 1 – 8**

- For questions 1 – 8 you will hear eight short recordings.
- For each question, mark **one** letter (A, B or C) for the correct answer.

Example:

Who is Anna going to write to?

- A the staff
- B the supplier
- C the clients

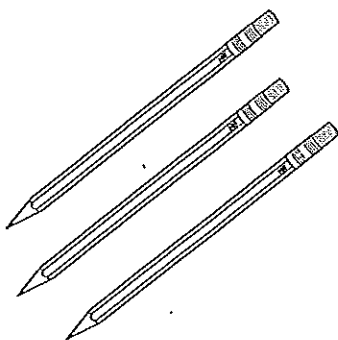
The answer is A.

- You will hear the eight recordings twice.

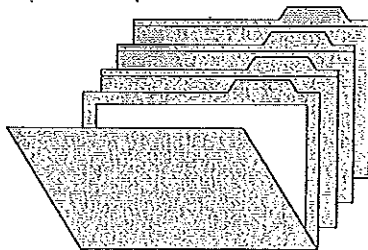
1 When will the next meeting be?

- A 23rd March
- B 24th March
- C 25th March

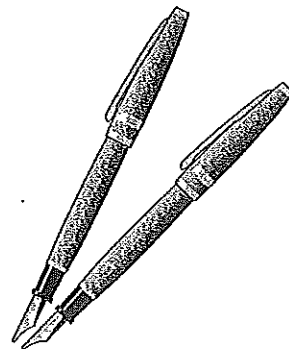
2 Which of the goods were delivered?



A



B

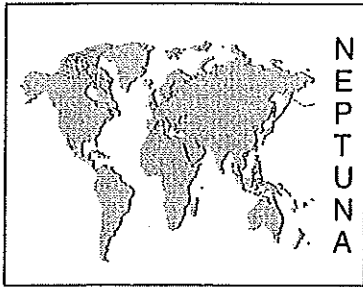


C

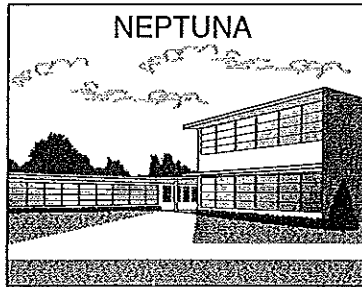
3 Why is the man apologising?

- A because he's late
- B because he's made a mistake
- C because he's lost something important

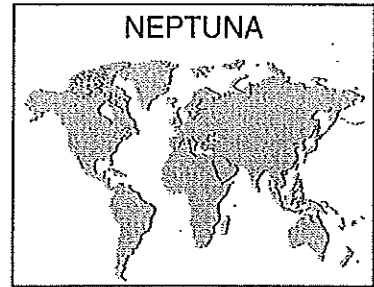
4 What is the cover of the new brochure like?



A



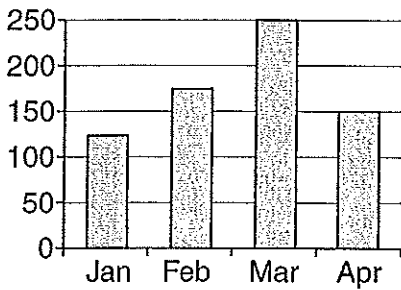
B



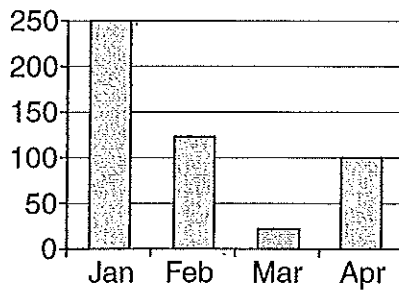
C

5 Which chart is correct?

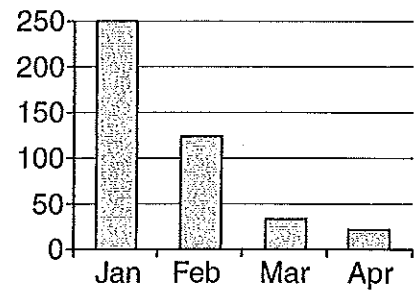
Number of hours lost to staff illness



A



B



C

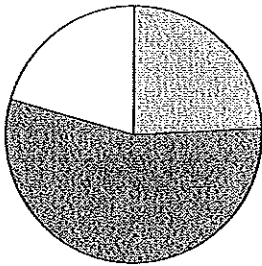
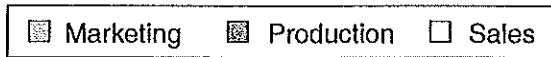
6 What are staff still forgetting to do with company cars?

- A record the distance travelled
- B refill them with petrol
- C tidy them inside

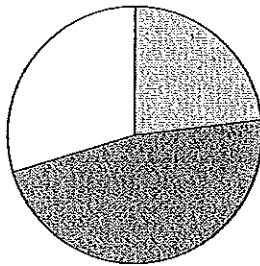
7 What do the speakers say about Esther Wong?

- A She resigned.
- B She was promoted.
- C She retired.

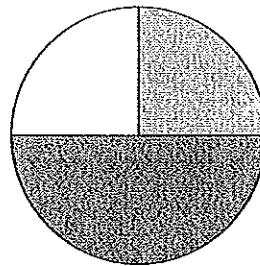
8 Which chart is the speaker talking about?



A



B



C

PART TWO

Questions 9 – 15

- Look at the notes below.
- Some information is missing.
- You will hear a journalist talking to the head of public relations of a large supermarket chain.
- For each question 9 – 15, fill in the missing information in the numbered space using a **word**, **numbers** or **letters**.
- You will hear the conversation twice.

Notes for article	
Company:	Rezzo
Chief Executive:	(9) Jane
<u>Current Position</u>	
Pre-tax profits to September:	(10) £ million
Current share price:	(11) pence
Increase in sales per square metre:	(12)%
Reduced prices on a total of:	(13) product lines
<u>Future Plans</u>	
Will build:	two new hypermarket stores
Size of each new hypermarket:	(14) square metres
Total amount of space for non-food goods will be:	(15)%

PART THREE

Questions 16 – 22

- Look at the notes below.
- Some information is missing.
- You will hear a man giving a talk about his work and career.
- For each question 16 – 22, fill in the missing information in the numbered space using **one** or **two** words.
- You will hear the talk twice.

NOTES ON TALK

Name of speaker:

Patrick Greene

First business of his own:

(16) *a company*

Name of present company:

(17)

The company runs public speaking courses aimed at

(18)

Titles of two main courses:

(19) *'Giving*

(20) *'.....'*

Courses begin with • *Voice work*

• *How to use a* (21)

Last part of course • *Handling*

(22)

• *Timing a talk*

PART FOUR**Questions 23 – 30**

- You will hear an interview between a radio presenter and a businessman, Tim Black, about British people relocating and going to work outside the UK.
- For each question 23 – 30, mark one letter (A, B or C) for the correct answer.
- You will hear the interview twice.

23 In Tim Black's company, which people usually get relocated abroad?

- A those who have previous experience of working abroad
- B those who have specific skills to offer
- C those who are more senior

24 What reason does Tim give for companies sending fewer employees abroad?

- A There aren't enough suitable candidates.
- B Companies are less willing to fund it.
- C Working abroad is no longer seen as leading to promotion.

25 According to Tim, what is the current trend amongst British workers?

- A Commuting long distances is less common.
- B Working in London is their first choice.
- C Living in the countryside has grown in popularity.

26 What financial advice does Tim give employees thinking of relocating abroad?

- A Buy extra health insurance.
- B Ensure that pension fund payments will still be made.
- C Ask your company to rent out your house.

27 What was Tim's company doing in Dubai?

- A manufacturing building materials
- B designing a public building
- C constructing an office building

- 28 What did Tim's company arrange before he left?
- A a short visit to Dubai before moving there
 - B a personal contact with the team in Dubai
 - C a language course in Arabic
- 29 What arrangements did Tim make for accommodation?
- A He bought an expensive house.
 - B He stayed in a company flat.
 - C He arranged to move in with a colleague.
- 30 Tim expected to stay in Dubai for some time because
- A he was going to supervise a lengthy project.
 - B he was starting a new area of work.
 - C he was aiming to get lots of experience.

You now have 10 minutes to transfer your answers to your Answer Sheet.