

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086

(For candidates admitted from the academic year 2007–08)

SUBJECT CODE: VC/FC/BS23

B. A. DEGREE EXAMINATION, APRIL 2008

SECOND SEMESTER

COURSE : VOCATIONAL COURSE – FOUNDATION ENGLISH

PAPER : BUSINESS ENGLISH FOR SECRETARIAL PRACTICE

TIME : 2 HOURS

MAX. MARKS : 50

I Explain briefly the following news headlines: (2x5=10)

1. AI employees call off strike
2. Nuke deal: UPA, Left may meet again in April
3. Mahindra launches new three-wheeler
4. Banks to get cash for loan waiver
5. Crude oil price crosses \$100 mark

II a) Prepare a suitable advertisement for new herbal cosmetic items launched by your organization. **(5 marks)**

b) **Write an officer circular** informing the employees about the introduction of the swipe card system for attendance and new regulations regarding the revised system. **(5 marks)**

c) There will an interview for Receptionists cum Telephone operators in your office at 10.00 a.m. on 15th May 2008. The Managing Director has left instructions with you to make the necessary arrangements. **Write an Office Memorandum** to the Public Relations Officer and Personnel Manager regarding the same. **(5 marks)**

III a) Prepare an agenda for a Performance Review Meeting of your organization at the end of the current fiscal year (in the first week of April) **(5 marks)**

b) Write what could have been the **minutes of the meeting** to the agenda given above. **(5 marks)**

IV Write a suitable letter following the notes given. (5 marks)

K.P. Rungta and Co, Ahmedabad have received prices and patterns of upholstery materials from Bombay Dyeing India Ltd, Mumbai. They place orders for the following items.

1. 100% cotton, product No. 234, 250 mts
2. Mixed Polyester, product No. 546, 500 mts
3. Polyester Spun, product No 744, 550 mts

To be sent by Punith Roadways. Delivery within two weeks.

Write a letter placing the order.

OR

Write a **Letter of Complaint** regarding non-delivery of goods for the above order.

V Read the following News item and answer the questions that follow: (5x2=10)

Efficient use of rolling stock earns more profits for Railways

- PHOTO: ARUNANGSU ROY CHOWDHURY

HIGHER REVENUE: Steel bars being unloaded at a yard of South Eastern Railway in Howrah. With the Indian Railways turning in another impressive performance in 2007-08, Union Railway Minister Lalu Prasad was showered with praise for presenting another pain-free and profit making budget. When he reported a cash surplus of Rs.25,000 crore for the current year (profit before tax), there was quite a story left untold. For five consecutive years, Mr. Lalu Prasad has spared the passengers from any increase in fares. He has quietly gone about the task of rationalizing the freight tariff, and that exercise also appears to have been a painless surgery. Of course, it did entail some upward revisions in the freight rates for some commodities, but the drastic cutting down of the number of slabs made it acceptable to the trade, along with the simplification of procedures. But the question remains, how did the Railway Minister manage to turn the Railways around? How did the public sector monolith that employs about 1.6 million people turn profitable without any increase in passenger fares, or any significant change in the freight tariff?

All round efficiency

The answer to these questions can be both simple and complex. Railway Board sources explain that all round efficiency of the system and a significant improvement in the capacity utilisation of the rolling stock as well as locomotives resulted in moving more traffic and generating substantially higher revenue. "Compared to a 20-25-million tonne increase in the freight movement a year in the past, we have averaged almost 60 million tonnes a year during the past five years. From a cargo movement of about 550 million tonnes in 2003-04, we have targeted 850 million tonnes for 2008-09 – an increase of 300 million tonnes," says a senior freight manager in the Railways.

1. How has the Indian Railways managed to generate higher revenue?
2. Explain the terms a) freight tariff b) cash surplus
3. In what way has the cargo movement contributed to the profit?
4. How have the passengers benefited from the Railway budget?
5. Use the phrase 'a painless surgery' in a sentence of your own.



