

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2010 – 11)

SUBJECT CODE : EL/FC/BC13

B. C. A. DEGREE EXAMINATION, NOVEMBER 2010
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

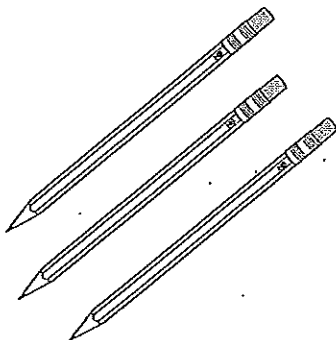
The answer is A.

- You will hear the eight recordings twice.

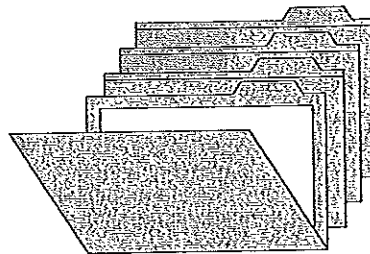
1 When will the next meeting be?

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

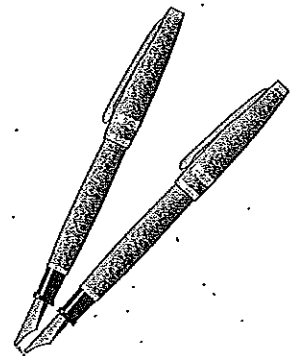
2 Which of the goods were delivered?



A



B

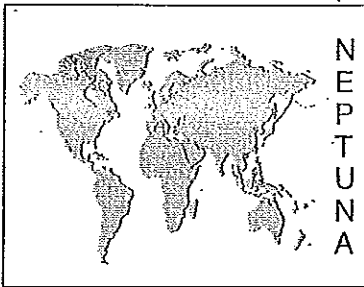


C

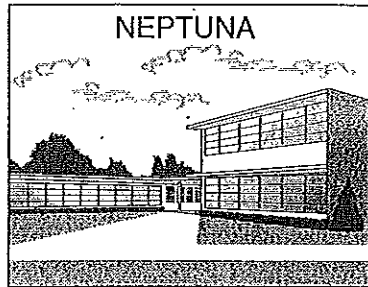
3 Why is the man apologising?

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

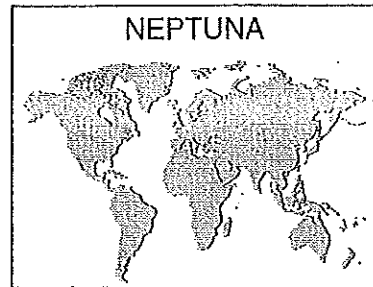
4 What is the cover of the new brochure like?



A



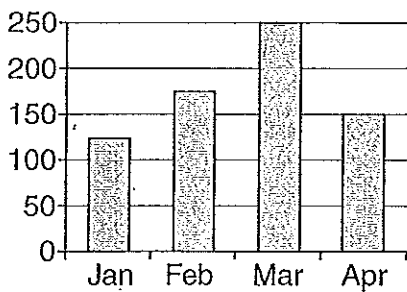
B



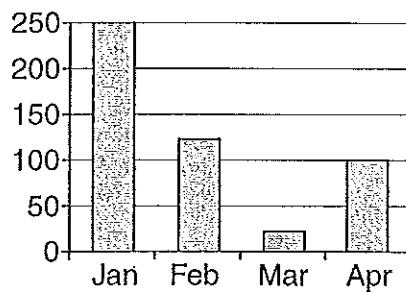
C

5 Which chart is correct?

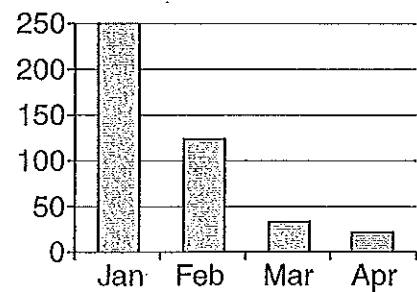
Number of hours lost to staff illness



A



B



C

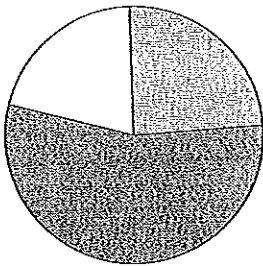
6 What are staff still forgetting to do with company cars?

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

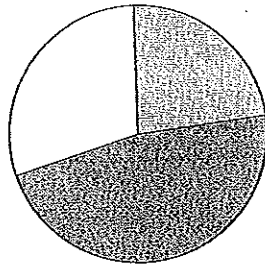
7 What do the speakers say about Esther Wong?

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

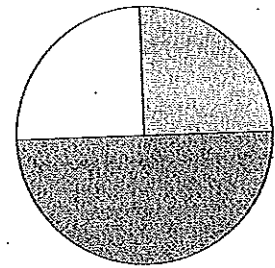
8 Which chart is the speaker talking about?



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	• <i>Voice work</i>
	• <i>How to use a</i> (21)
Last part of course	• <i>Handling</i> (22)
	• <i>Timing a talk</i>

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.

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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

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- **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**

READING
QUESTIONS 1 – 45

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
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1

Goods will be despatched to you on receipt of payment in full.

- A You must pay the whole amount before goods are sent.
- B You needn't pay in full until your goods arrive.
- C Your goods will be sent when you have paid a deposit.

2

To	All Pharmaceutical Analysis staff
CC	
Subject	Engineer's Visit
<p>The maintenance engineer is coming on Friday to carry out routine servicing – please inform me in advance of any equipment faults.</p> <p>Pharmaceutical Analysis Manager</p>	

- A The engineer was called because of a problem with equipment.
- B Staff should tell the engineer about any equipment problems they have found.
- C The manager wants to know before Friday about problems with equipment.

3

Creasey's Office Support

A broad range of small business services provided by a workforce with combined experience of over 45 years.
Tel: 01358 782323

- A Creasey's, a small company, wishes to become partners with a more experienced organisation.
- B Creasey's is combining with other small businesses to provide a variety of office services.
- C Creasey's offers the services of its skilled personnel to small companies.

4

María,

Enclosed is the schedule for this year's training days. If you can't manage any of them, contact John.

What should María do?

- A notify John of the training days she might miss
- B Inform John about the schedule for his training days
- C ask John how to arrange her training schedule

5

DFN Motors to extend its Michigan assembly plant next year – 600 new jobs

Recruitment and training to start January

CLICK HERE FOR FULL STORY



- A A car company is increasing the capacity of its factory in Michigan.
- B The staff at a car factory in Michigan will increase to 600 people.
- C A car factory in Michigan is training recruits to start work in January.

PART TWO**Questions 6 – 10**

- Look at the list below. It shows articles in a business journal.
- For questions 6 – 10, decide which article (A – H) each person on the opposite page should read.
- For each question, mark one letter (A – H) on your Answer Sheet.
- Do not use any letter more than once.

CONTENTS

- A Bank charges on currency exchange: are you getting the best deal?
- B Career ladder: executive employment opportunities
- C Branding: re-inventing your product
- D Setting up staff retirement schemes
- E Which policy can best protect your premises against damage or theft?
- F Getting out of the red: reducing overheads
- G Transport issues – how they affect your business
- H Exporting your brand – how to achieve this

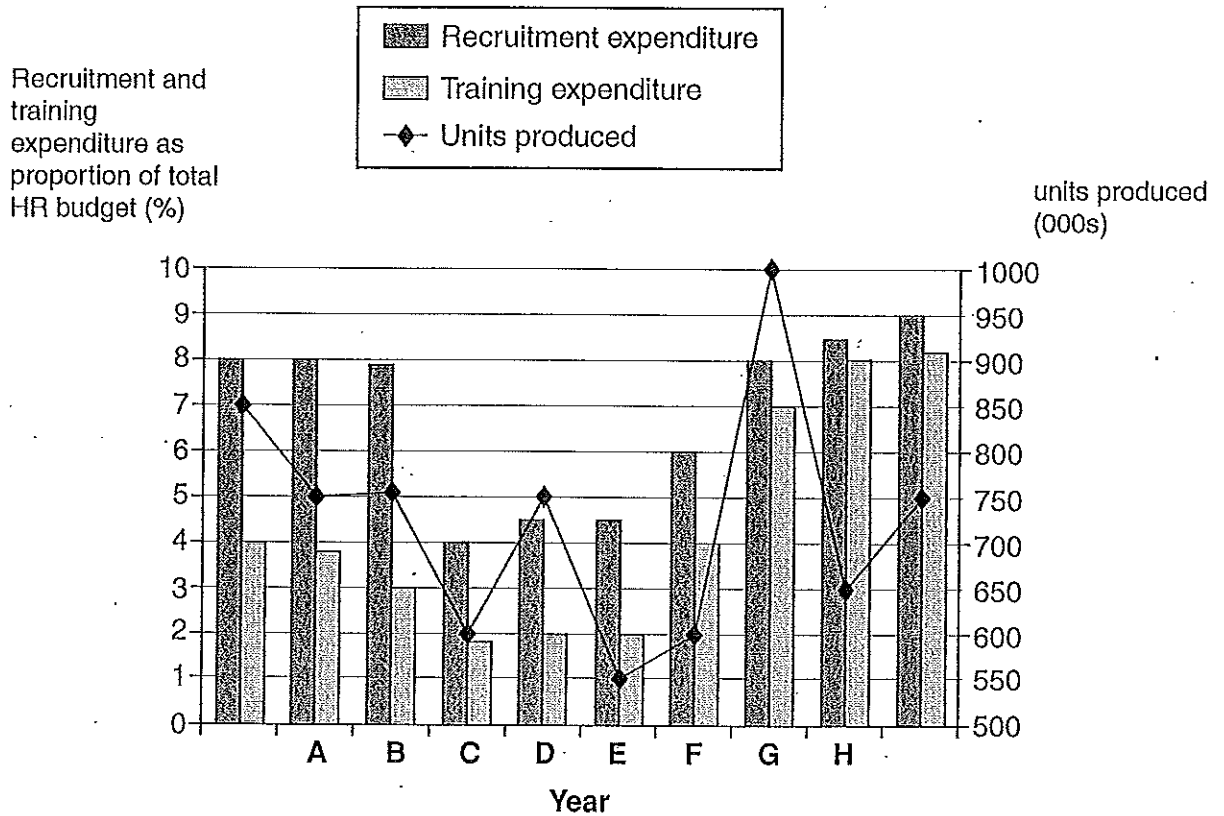
- 6 Mesut Akman runs a successful cycle manufacturing business and wants to sell some established product lines to overseas markets.
- 7 Lena Feldt needs to pay off debts and cut costs at the executive employment agency where she is a senior manager.
- 8 Janice Carter, PA to the Chief Executive at Central Bank, is looking for an insurance deal to cover company property.
- 9 Michael Kaminski wants to organise pensions for part-time employees in the advertising company where he is Head of Human Resources.
- 10 Nicolas Perez, owner of an insurance company, wants to change his company's image to attract more customers in the domestic market.

PART THREE

Questions 11 – 15

- Look at the chart below. It shows a manufacturing company's expenditure on recruitment and training, and its production levels over a ten-year period.
- Which year does each sentence (11 – 15) describe?
- For each sentence, mark one letter (A – H) on your Answer Sheet.
- Do not use any letter more than once.

Expenditure on recruitment and training, and numbers of units produced



- 11 A drop in expenditure on both recruitment and training resulted in a decline in the number of units produced.
- 12 Production dropped sharply this year even though the training budget saw an increase on the previous year.
- 13 Despite the fact that spending on recruitment and training increased only slightly, output experienced a significant upturn.
- 14 Fewer units were produced than the previous year, even though levels of recruitment spending were maintained, and the training budget was only slightly cut.
- 15 In this year the amount spent on training went up again, and production rose more steeply than at any other time during the period.

PART FOUR

Questions 16 – 22

- Read the report below about a talk on Customer Relationship Marketing (CRM).
- 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.

CRM – Marketing in the 21st century

With over 1,000 published newspaper articles, three successful books and his current job as chairman of his own marketing consultancy, Swan Partners, Richard Swan is well qualified to lecture on marketing. At the industry's recent annual conference, he focused his talk on Customer Relationship Marketing (CRM).

According to Swan, existing customers are between three and eight times more likely to buy than a non-customer with the same profile, so increasing customer loyalty is important: if you record the measurements of someone's jeans, next time you can offer them a pair that fit exactly; note which hotel guests ask for ice in their drinks and produce it next

time they visit. Although it is essential for effective CRM to record customer information on a good computer database, the real skill is in interpreting what your customers tell you and knowing what promises they *think* you have made.

Swan believes that success requires an equal mix of market research, delivering what the customer expects, finding any weak areas in the system and asking customers for their after-sales opinions and suggestions. 'But,' he warns, 'approach CRM with care. If you can't measure customer response, then it's better to keep to more traditional marketing methods.'

- 16 In addition to being an author, Richard Swan is actively involved in the business world.
- A Right B Wrong C Doesn't say
- 17 Swan Partners are the market leaders in delivering CRM.
- A Right B Wrong C Doesn't say
- 18 One aspect of Swan's talk was to explain the advantages of developing a solid customer base.
- A Right B Wrong C Doesn't say
- 19 Swan believes the CRM approach is best suited to service industries.
- A Right B Wrong C Doesn't say
- 20 Having the right technology is the most important component of successful CRM.
- A Right B Wrong C Doesn't say
- 21 In Swan's opinion, achieving company growth depends on a combination of several factors.
- A Right B Wrong C Doesn't say
- 22 Swan thinks all companies should move from old-fashioned marketing to CRM.
- A Right B Wrong C Doesn't say

PART FIVE

Questions 23 – 28

- Read the article below about the qualities of a good boss.
- For each question 23 – 28 on the opposite page, choose the correct answer.
- Mark one letter (A, B or C) on your Answer Sheet.

What makes a good boss better?

Different businesses require different management skills. But some of these skills are common to all good managers. Everyone's opinion of what makes a good boss differs. Each work environment places different demands on managers and a good boss in one workplace might not be as effective elsewhere.

In large companies, where delegation and organisation are important, the role of the boss or chief executive is to encourage and generally get the best out of his or her managers. In a small business, however, the boss's job is to ensure, without the help of any middle management, that staff at all levels meet targets. This requires a different set of skills.

'Being a good manager is important in any organisation, but it's particularly so in small

businesses,' says David Harvey, director of management research company Optima. 'This is because in a small company the director shapes the company culture and the overall atmosphere in the workplace. Without effective leadership the company will fail, regardless of the strengths or weaknesses of the competition.'

The most successful small businesses are those where the boss can get the employees to take an active role in the development of the organisation. It isn't just about paying staff more. A sense of purpose is also important. This doesn't have to take the form of ambitious mission statements which are so popular with some management schools. Instead, it's about communicating a set of business priorities

that everyone in the organisation feels is important and that they want to achieve. If you take a holiday company, this sense of purpose can be about focusing on first-class customer service so that all holidaymakers feel well looked after on arrival in a resort.

A good boss cares about the development of staff and recognises that the company will also gain if staff are encouraged to achieve their potential and succeed in their careers. People development depends on appropriate training and providing the right environment in which people can learn, either formally or on the job.

It is possible to acquire leadership skills. While some people have an instinctive understanding of what makes a good manager, others can learn as they go along.

- 23 What does the writer say about good managers in the first paragraph?
- A They would succeed in all types of organisation.
 - B They share certain qualities with one another.
 - C They learn their skills in a good working environment.
- 24 What does the writer say the CEO of a large company must do?
- A encourage staff at all levels
 - B set higher performance targets
 - C motivate managers to achieve what they can
- 25 Why does David Harvey believe directors are important in small companies?
- A They are responsible for staying ahead of competitors.
 - B No one else takes part in the decision-making.
 - C Their style directly affects all the staff.
- 26 According to the writer, what can a boss do to promote success in a small company?
- A give staff the opportunity to earn a good salary
 - B make sure staff share the same aims
 - C follow the advice of management schools
- 27 Why does the writer mention the holiday company?
- A to suggest a different approach to motivating staff
 - B to show the importance of providing good service to customers
 - C to give an example of some possible business values in practice
- 28 According to the writer, why is staff development important for a company?
- A Staff work better if their individual careers are supported.
 - B Staff need to keep up to date with developments in the industry.
 - C Staff with problems can be helped to deal with them.

PART SIX

Questions 29 – 40

- Read the report below about the growth of low-cost airlines.
- 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.

LOW-COST AIR TRAVEL

For most organisations, it is very important to reduce travel costs. That is (29) more and more companies are booking flights with low-cost airlines; in fact, this (30) of the market has grown dramatically in recent years.

Low-cost airlines offer tickets at well below the prices (31) by ordinary airlines but (32) still meet the same safety standards and regulations. Operating costs are reduced in a number of (33) Firstly, customers book directly with the airline, either on the internet or (34) the telephone. Low-cost airlines do not, (35) , have to pay commission to travel agents. Further savings are (36) as these airlines do not issue tickets – they simply give customers a reference number. Passengers do not normally receive postal confirmation of their booking (37) they ask for it, which some do in order to carry proof (38) booking. Finally, low-cost airlines do not usually offer (39) in-flight services.

(40) low-cost airlines may soon become normal practice in the business world.

- 29 A what B when C why
- 30 A branch B sector C department
- 31 A charged B cost C paid
- 32 A must B shall C ought
- 33 A methods B ways C approaches
- 34 A through B along C over
- 35 A however B indeed C therefore
- 36 A made B had C done
- 37 A if B unless C as
- 38 A at B for C of
- 39 A much B many C more
- 40 A Choose B Choosing C Chosen

PART SEVEN**Questions 41 – 45**

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

**HARRIS & GALWAY LTD
MEMO**

To: Tony Moss
From: Olivia Granger
Date: 10 May
Subject: Conference booking

Please let me have details of the conference you're organising as I need to book a venue asap. Last year the event was held in the Red Room at the Grand Hotel. Are you planning to use the same hotel again? If not, you could try the Regal Hotel. The food is excellent and rooms are available between 3 – 9 August. Are you invoicing the Marketing Department for this?

**HARRIS & GALWAY LTD
MEMO**

To: Olivia Granger, Marketing
From: Dan Ottoman, Sales
Date: 11 May
Subject: Conference booking

Tony is not in the department this week and he has asked me to tell you that the dates have changed from 3 – 5 August to 7 – 9 August. He's not planning to use the Grand – the hot meals and the service there were terrible. He is going to use your suggestion – he's heard it's a good hotel. He'd like to book a buffet lunch. Our department is paying for the event this year.

HARRIS & GALWAY LTD

CONFERENCE BOOKING FORM

Conference organiser (full name): 41

Venue requested: 42

Date(s) required: 43

Catering requirements: 44

Department to invoice: 45

WRITING
QUESTIONS 46 – 47

PART ONE

Question 46

- Your company has decided to make a change to its working hours.
- Write an **email** to staff in your department:
 - describing the change to working hours
 - explaining the reason for this change
 - saying when the working hours will change.
- Write 30 – 40 words.
- Write on your Answer Sheet.

To:	All staff
Co:	
Subject:	Working hours

- Read part of a letter below from Peter Morgan, the Marketing Manager of Speedex, a delivery company.

I'm writing to tell you about an exciting new service that we at Speedex are offering in your area. We are a small distribution company and can guarantee to deliver anywhere within the local area for the cheapest price currently available. If you are interested in our service, please contact me for further details.

- Write a **letter** to Peter Morgan:
 - acknowledging his letter
 - saying why you need a new delivery company
 - explaining what type of goods you need delivering
 - inviting him to visit you at your office.
- Write 60 – 80 words.
- Write on your Answer Sheet. Do not include any postal addresses.

Dear Mr Morgan

