

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086

(For candidates admitted from the academic year 2015–16)

SUBJECT CODE: 15EL/FC/BE23

**B. A. / B.Sc. DEGREE EXAMINATION, APRIL 2016
SECOND SEMESTER**

**COURSE : FOUNDATION ENGLISH
PAPER : BUSINESS ENGLISH - II
TIME : 3 HOURS**

MAX. MARKS: 100

SECTION A

I. Answer any TWO of the following: (2x10=20)

1. Write an offer letter to your customers giving them a description of the new model refrigerator that your company is selling now. Include some exciting offers and good discounts.
2. You are a young entrepreneur who wishes to start a new store selling fashion accessories and stationery items. Write a letter to your bank requesting a loan of Rs, 2,50,000. Assure them of prompt repayment.
3. Write a quotation to *Newline Traders, Chennai 64* for a minimum of 5 items required by school children. Offer them a discount and assure them of prompt delivery.
4. *Chennai Appliances* has placed a large order with you for 100 washing machines and 100 vacuum cleaners. Since this is their first order write to them requesting 3 trade references.

II. Answer any ONE of the following: (1x15=15)

1. A few of the employee of *Medco Co. Pvt Ltd.* are frequently reporting late to work and leaving early. As the HR Manager write a report after a thorough investigation of the reasons. Include your suggestions and recommendations too.
2. Write a report with your investigations, suggestions and recommendations to the Branch Manager of *Priyam & Co. Pvt Ltd*, selling household appliances about the feasibility of opening a new branch in a residential area.

III. Write an essay on any one of the following in about 150 words: (1x15=15)

1. Keys to Running a Successful Business.
2. Impact of Technology on Business.
3. Commercialization of Health Care: Good or Bad?

IV. Read the passage and answer the following questions:**(10 marks)****Tamil Nadu Joins Online Market For Farm Produce**

Union Finance Minister Arun Jaitley announced in his budget speech that Tamil Nadu will join the National Agriculture Market (NAM), which is being set up through the agri-tech infrastructure fund. The scheme for setting up the NAM was approved in 2015 with a budget of Rs. 200 crore and is being implemented over a three year period, 2015-16 to 2017-18.

The scheme visualizes setting up of an appropriate common e-market platform that will cover 585 regulated wholesale markets in states and Union Territories. “The state decided to join the national market as Tamil Nadu farmers will get a better price for their produce and also eliminate middlemen. There will be more transparency in farm marketing,” an agriculture department official said.

Explaining the e-platform, agriculture scientist Puranjan Das cites the case of a turmeric farmer in TN who is ready with his produce. The farmer will have to get the produce assessed for quality first. “After this, the farmer can quote his price or if there is a minimum price fixed that needs to be quoted he can ask for that. Then the produce can be sold to the buyer through the e-platform,” Das told Times of India.

Tamil Nadu leads in horticulture and such farmers will benefit from the e-platform. Turmeric farmers as well as flower growers are also set to benefit. Out of the total of 9.2 lakh hectares of horticulture and plantation crops in the state, some 25, 600 hectares grow flowers. Dharmapuri, Dindigul, Salem etc. are the major flower growing districts in the state.

Erode has a recognized market for turmeric. Oddanchatram is for vegetables, Krishnagiri for mangoes and Coimbatore has a market for coconut. “Mandis such as these will be part of the scheme. Once implemented across all markets, the Agriculture Produce Market Committee will go out of job.” said Das.

1. Why did the State decide to join the national market? **(3 marks)**
2. How does the e-platform work? **(3 marks)**
3. Who stands to benefit from the e-platform? **(2 marks)**
4. What is NAM? What does the scheme for setting up of NAM visualize? **(2 marks)**

SECTION B**V. Answer any TWO of the following in about 150 words:****(2x10=20)**

1. What are the set of values and virtues that Kipling highlights in his poem “If”?
2. “To Say Before Going To Sleep” speaks about the poet’s need for companionship. Discuss.
3. How did Julian Mastakovich marry the little girl in the story “A Christmas Tree and A Wedding?”
4. How does Zarif Ahmed bring out his feelings of longing for ‘the city of love’ in his poem?

SECTION C

VI. Fill in the blanks with the correct form of the tense given in the brackets: (1x20=20)

1. The Headmaster _____ (want) to speak to you now.
2. It started to rain while we _____ (play) tennis.
3. I _____ (study) English for five years now.
4. They _____ (build) the bridge since last year.
5. We _____ (know) our examination results in May.
6. Our guests _____ (arrive); they _____ (sit) in the garden right now.
7. Don't disturb me. I _____ (do) my homework.
8. This paper _____ (appear) twice daily.
9. Sue is having a party tonight. She _____ (invite) a lot of people.
10. Jane is a good friend of mine. I _____ (know) her for a long time.
11. When Mr. Michael came to school in 1996, Mr. Anand _____ (teach) there for five years.
12. We _____ (not/see) Elizabeth since 1991.
13. He _____ (work) here for the last five years.
14. I _____ (walk) for half an hour when it suddenly started to rain.
15. I know all about that film because I _____ (saw) it twice.
16. I'm sure she _____ (pass) the examination.
17. Every day last week my aunt _____ (break) a plate.
18. I _____ (smell) something burning.
19. Ashok fell of the roof when he _____ (mend) it.

