

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted from the academic year 2015–16 and thereafter)
SUBJECT CODE: 15EL/FC/BE23

B. B.A. / B.Com. DEGREE EXAMINATION, APRIL 2017
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. In view of the upcoming festival season, draft a letter on behalf of RMD Halwa House, Thirunelveli, requesting overdraft facilities from their bankers.
2. You have received an order for Rs. 50,000. However, you do not have the stock of goods currently. Write a letter requesting extension for 10 days' time for dispatching the goods.
3. Meryl Electronics has placed a large order for 100 DVD players and 50 speakers. Since this is their first order write to them requesting for 3 trade references and 1 bank reference.
4. Draft a sales letter to your dealer for a new hair straightener which you have introduced recently in the market. Highlight the various features and mention the discount that you will be offering.

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

1. A committee was appointed to look into complaints of serious accounting irregularities in a branch office. As convener of the committee, draft your report to the General Manager, pointing out the problems and giving suggestions for necessary action to be taken.
2. As HR Manager to the Chief Executive Officer of the organisation draft a report regarding revision of pay scales of the employees and allowances given to them.

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

- 1 Advertising through social media
2. Advantages and disadvantages of e-commerce
3. Challenges of a start-up venture.

IV. Read the passage and answer the following questions:**(10 marks)****'E-wallets, online cabs top cashless performers post note ban'**

By PTI | Jan 08, 2017

MUMBAI: Digital wallets, followed by online cabs, were the top performing categories for cashless transactions post demonetisation, a study said.

Food ordering platforms and grocery were also popular for cashless transactions following government's demonetisation of high-value currency notes, which caused cash shortage in November and December, according to the study by cash back platform CouponDunia.

Paytm, Freecharge, Mobikwik, Dominos Pizza and Yatra were the top performing brands, it added.

Interestingly, traffic on e-commerce sites dropped in the past two months. According to data provided by CouponDunia, Amazon's traffic fell by 22 per cent, while Flipkart's and Snapdeal's traffic fell by over 50 per cent.

Tier II towns were significantly more affected by the cash crunch compared to the top metro cities, it said.

Among the tier I cities, Mumbai was the most affected with 37 per cent less traffic online post-demonetisation, followed by Kolkata at 26 per cent lower traffic. Delhi saw a 7 per cent decline, while Chennai saw 16 per cent drop in online traffic.

The search term 'McDonald's online order' increased by 90 per cent during this time, and online ordering platform FoodPanda saw over 11,000 new user orders within 10 days of demonetisation.

Other interesting findings include 400 domestic flight bookings on Yatra since demonetisation, and over 3,500 Uber rides taken within a week of November 8, when the move was announced, CouponDunia said.

The study also noted that over 8,000 pizzas were ordered within three weeks of the announcement.

1. What is demonetisation? (2)
2. What is CouponDunia? What is its core business? (2)
3. What are 'e-commerce' sites? How were they affected by demonetisation? (2)
4. Frame your own sentences using any four of the following words (4)

Platform transaction crunch decline announcement

SECTION B

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

1. What are the values that Kipling highlights in the poem "If?"
2. Comment on the mood of the poem "To Say Before Going to Sleep."
3. How did Yulian Mastakovich marry the little girl in the story "A Christmas Tree and A Wedding?"
4. What are Zarif Ahmed's views on Kashmir, 'the city of love?'

SECTION C

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

I When Francis Lee was a boy he wanted to be an astronaut. He 1) _____ (watch) TV one day in 1969 when he 2) _____ (see) Neil Armstrong walk on the moon. Since then he has always dreamt of doing the same. Every night when there is a full moon, he 3) _____ (stare) up at it for hours and 4) _____ (imagine) himself walking around on it. At the moment, however, he 5) _____ (work) as a night-watchman at a meat factory. He 6) _____ (do) the same job since he left school fifteen years ago, but he still 7) _____ (hope) that one day his dream will come true. He 8) _____ (hear) that in the 21st century they 9) _____ (sell) tickets to fly to the moon. For this reason he 10) _____ (save) half of his wages every month for the past two years.

II Laura is a fashion designer. She has been making clothes ever since she 1) _____ (be) a young girl. She 2) _____ (get) her first job in a clothes factory when she was sixteen. She 3) _____ (sew) buttons onto a shirt one day when she 4) _____ (have) a brilliant idea for a design. After she 5) _____ (speak) to her bank manager, she got a loan and she 6) _____ (open) her own little workshop. Now she 7) _____ (make) lots of money. Next year she 8) _____ (open) a shop which will sell all her own designs. She 9) _____ (sell) clothes to a lot of famous people, including filmstars and singers, and she 10) _____ (think) she will be very rich soon.

