

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted from the academic year 2015–16 and thereafter)
SUBJECT CODE: 15EL/FC/BS23

B. A. / B.Sc. DEGREE EXAMINATION, APRIL 2017
SECOND SEMESTER

COURSE : FOUNDATION ENGLISH
PAPER : BUSINESS ENGLISH FOR SECRETARIAL PRACTICE
TIME : 3 HOURS **MAX. MARKS: 100**

I. Explain the following news headlines: (5x2=10)

1. Indices surge 4% to post biggest weekly gain in 2017
2. RBI cap on cash for gold loans keeps non-banking finance firms under check
3. Axis Bank bullish on smart cities, signs up 3 projects
4. Centre's tax collection at 81.5% of full fiscal target
5. SBI floats wholly-owned subsidiary to manage its premises and estate related matters

II. Read the following news article and answer the questions that follow: (15 marks)

Govt. mobilises 6.4 tonne gold under monetisation scheme March 10, 2017

The government has collected 6.4 tonnes of gold under the scheme for monetising the metal, Parliament was informed today.

Launched in November 2015, the scheme intends to mobilise idle gold held by households and institutions so that the wealth can be put to productive use.

The scheme also intends to reduce the current account deficit by lowering country's reliance on gold imports to meet the domestic demand, Minister of State for Finance Arun Ram Meghwal said in a written reply in the Lok Sabha.

"Till February 18, 2017, 6,410 kg of gold have been mobilised under this scheme," he said. Gold prices plunged as much as Rs 400 today to an over 2-month low of Rs 28,850 per 10 grams. At this rate, the value of gold collected by government so far works out to about Rs 1,850 crore.

Meghwal said that government had also launched a Sovereign Gold Bond Scheme in November 2015, as an alternative to purchasing metal gold. So far 7 tranches of sovereign gold bond have been issued.

1. Demonetisation is a common word in India after 8 November 2016. Explain demonetisation. (2)
2. Keeping in mind the contexts in which the following words / phrases are used in the article, select the option that comes closest in meaning to them: (5)
 - a. Idle gold
 - (1) gold used in exercising machines
 - (2) gold that is not in use
 - (3) gold used in making statues to be kept in temples
 - (4) gold used for making jewellery
 - b. Tranches
 - (1) underground passages dug during war and used for hiding
 - (2) a machine to weigh gold
 - (3) a unit / portion of money
 - (4) printed legal matter

- c. Plunge
 - (1) to dive down
 - (2) something that exists at a very low level
 - (3) to drop very low
 - (4) to get depressed
 - d. Issue
 - (1) offspring
 - (2) to give out
 - (3) an important matter
 - (4) something to wipe one's face with
 - e. Reliance
 - (1) a major telecommunication company
 - (2) to lie again
 - (3) an athletic event
 - (3) to depend upon
3. Why was the gold monetisation scheme started? Give two reasons. (2)
 4. What has been greater so far – the demand for or the supply of gold? Identify the sentence from the article that tells you this. (3)
 5. How has the gold industry of the country been affected by the scheme? (2)
 6. What options has the government given the citizens instead of buying gold? (1)

III. Write any three of the following letters:

3x10= 30 marks

1. You purchased a Super chef mixer-grinder online from www.foodfood.com six months ago. Last week, while using it, the rubber gasket in its lid fell off and was ground along with the ingredients. The mixer jar cannot be used without the rubber gasket. The mixer-grinder is still in the warranty period. Write a letter to the customer service department, www.foodfood.com asking for a replacement of the gasket.
2. Write a letter to Airsea Freight Forwarders, Chennai asking for a reference for M/s Gogo Garments, Ekkaduthangal, Chennai, with whom your company plans to enter into a business transaction. You are the General Manager of Sartoria Textiles, Aminjikai, Chennai.
3. You are the credit controller of Point to Point Supply Chain Management Services. Your company had undertaken warehousing, customs clearance and freight for Ghazia Granite Stones six months ago. The credit period extended to them was 90 days. But the bill of Rs. 23 Lakhs is still pending. You have already sent two reminders to them. Write a letter insisting that they settle the bill by the end of this month.
4. You are the Procurement Manager, Bookworm Bookstore, Chennai. You had ordered 100 copies of *Women Prayers* by Marie-Ford Grabowski from Yazhini Publishers two months ago but have not yet received the books. Write a letter to the Manager, Supplies, Yazhini Publishers, asking for the books to be delivered by the end of the month.

IV. Draft written communication for the following.

2x5= 10 marks

1. Write a memo warning an employee about his frequent absenteeism.

OR

Write a memo informing an employee about complaints that he has been ill-treating the junior staff. He must be warned that such behavior could lead to his suspension.

2. Write an office circular informing employees that according to government regulations, bank account number, PAN, Aadhar number, Election identity card number and passport number have to be submitted to the HR department of the organisation.

OR

Write a circular informing employees that those who wish to avail of Leave Travel Concession (LTC) have to hand in the filled in applications by the end of the month to the heads of the concerned departments.

- V. A meeting has been called by the All India Marketing Manager of Maya Electronics to discuss the falling sales of their laptops in the last four months. The All India Deputy Marketing Manager, the Regional Sales Managers of three regions (East, West and South), the Heads of the design, engineering and advertising departments attended the meeting, while the Regional Sales Manager (North) could not attend. The meeting identified that the major reason for the falling sales was the weight of the laptop – it was nearly 2.5 kg and therefore too heavy. It was also pointed out that the laptop was not compatible to many LCD Projector systems. Also, the design of the laptops did not appeal to the average Indian college student. The company decided that while the design team would revamp the existing models and perhaps introduce a new model of (lighter) PCs, the engineering team would work towards making the laptop LCD Projector compatible. It was also decided that the product would be advertised more aggressively, especially over the internet.
1. Write the agenda for the meeting. (5)
 2. Write the minutes of the above meeting. (10)
- VI. The Chief Marketing Manager of Croma Electronics is travelling from Chennai to Hyderabad for two days to inaugurate a new branch at Himayat Nagar. Draw up an itinerary for his visit. (10)
- VII. Given below is a section of the opening speech by Ms Jorma Eloranta, Chairperson of Board of Directors, at Neste Oil's Annual General Meeting, April 1, 2015 at 11:00 a.m., Messukeskus, Helsinki (Finland). Summarise the given section. (10)

My name is Jorma Eloranta, and I am the Chairperson of the company's Board of Directors. I would like to wish you a warm welcome to Neste Oil's Annual General Meeting 2015.

The company's business environment was not an easy one last year. The rollercoaster of crude oil and other raw material prices, turbulence in the product market in both renewable and conventional petroleum products, foreign exchange rates, and many other risks described in the company's annual review have required the company's management and Board to be exceptionally active. We were not able to predict the trends in crude oil prices, but we were prepared for the steep decline in prices.

Our strong balance sheet, a gearing ratio consistent with our objectives, and solid liquidity and financial position were, and still are, the key means for preparing for a price turmoil. The fall in crude oil price lowers our net sales but will not necessarily impact the refining margins, which are essential to Neste Oil's earnings logic.

Last year, we completed the planned divestment of ships and agreed on selling the electric power distribution network and implementing the power plant investment in Porvoo using a third party. These measures allow us to make significant investments of our own while keeping the balance sheet healthy and allowing the company to distribute dividends. With regard to the Finnish refineries, our investments totalling an estimated 60 million Euros will address the changed market situation and significantly improve our competitiveness.

Neste Oil's business operations continued to grow and 2014 was a good year as a whole, especially when considering the market situation. In conventional oil refining, the market was challenging due to over capacity and sluggish demand in Europe. Renewable Products achieved good financial results for the second year in a row. In this business too, the market situation changed from the previous year but our more agile operating model made success possible. Investing in the transformation of our business has been a courageous move by the Board of Directors that has required patience from shareholders and confidence in the company's ability to develop a new business. Retail's profits continued to be strong, even though they decreased slightly from the previous year's record-high levels, mainly due to changes in foreign exchange rates.

As in 2013, the stock market also viewed our company favourably. Total shareholder return was 51% in 2013 and 44.1% last year. Both figures are significantly higher than the performance of the general index of the Helsinki Stock Exchange or the performance of our international benchmark companies. As the State of Finland holds lightly over 50% of the shares in the company, every Finn had a holding worth approximately 170 Euros a few years ago. Based on yesterday's share value, this holding is now worth 570 Euros.

