

B.Com/B.B.A DEGREE EXAMINATION, NOVEMBER 2018
BRANCH XI- ENGLISH
FIRST SEMESTER

COURSE : FOUNDATION CORE
PAPER : BUSINESS ENGLISH _I
TIME : 3 HOURS

MAXIMUM MARKS: 100

SECTION A

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

1. You are in need of a loan of Rs 5,00,000 as you are in the process of opening a new boutique that sells saris and salwar suits. Write a letter to the bank requesting them if they could offer you a loan against securities that you are willing to provide.
2. You are a businesswoman, dealing in paper and stationery. Write a letter to your local bank requesting them for an overdraft facility for one month owing to business prospects at the beginning of the academic year.
3. A client has misplaced the cheque you gave him. Since it is addressed as 'self', anyone can withdraw the money using your cheque. Write a letter to the local bank asking them to stop the payment of the cheque in case it is ever presented to them.

II. Answer any two of the following: (2x10=20)

1. You are a dealer of wholesale cosmetics. Skin Deep, a leading cosmetic retailer has not paid a balance of Rs 25,00,000 in spite of your repeated reminders. Draft a suitable reminder asking them to pay the dues immediately. This is your final reminder.
2. A hundred cartons of soft drinks ordered by Priya Bakes have arrived in a damaged condition. Draft an email to the supplier of the soft drinks complaining against the goods received in damaged condition.
3. Draft a sales letter describing the features of a coffee maker that your company has recently launched. Include some exciting offers and discounts.

III. Answer any one of the following: (1x10=10)

1. Draft a memo to an employee warning him / her against unprofessional attitude and use of unparliamentary language in the office premises.

(OR)

Draft an office memorandum nominating Nirmal, a senior consultant of your company, to participate in a two day workshop on Business and Ethics at IIT, Chennai.

IV. Answer any one of the following: (1x10=10)

1. A new DTP centre has been launched within the college library. As the head of the institution, draft a notice informing the faculty and the students about the same.

(OR)

Your firm is planning to organise a one day trip to Mahabalipuram for the employees and their family members. Draft a notice to the employees encouraging them to participate in the same.

SECTION B

V. Read the passages given below and answer the questions that follow (20 marks)
A)

More and more social media users in the 17-25 age group are approaching plastic surgeons to wear a filtered look of their own selves. Doctors warn that the disturbing trend, dubbed Snapchatdysmorphia, has also caught the fancy of the Indian youth, who are seeking surgery to get fuller lips, bigger eyes, or a thinner nose, based on their favourite social media filters.

In an article published on 2 August in *JAMA Facial Plastic Surgery*, a bimonthly medical journal published by the American Medical Association, researchers from Boston University School of Medicine's department of dermatology, said that easily accessible photo edits such as those in Snapchat and Facetune are "altering people's perception of beauty worldwide" and have the potential to trigger Body Dysmorphic Disorder (BDD), a serious mental illness classified on the obsessive-compulsive spectrum. "This is an alarming trend because those filtered selfies often present an unattainable look and are blurring the line of reality and fantasy for these patients," the article states.

As filters and edits become the norm, altering people's perception of beauty, experts in India say the trend is trickling down to the Indian youth. "As more and more people are exposed to Instagram and Snapchat, we are seeing an increase in body shaming, the constant comparison leading to eating disorders and dysmorphic thoughts among the youth," said Dr Rajetha Damisetty, dermatologist and former convener, Task Force on Topical Steroid Abuse.

With the availability of editing options, beauty standards once seemingly unachievable have become accessible to everyone now, the *JAMA* article says. "It is not just celebrities propagating beauty standards, it is a classmate, a co-worker, or a friend. The pervasiveness of these filtered images can take a toll on one's self esteem, make one feel inadequate for not looking a certain way in the real world, and may even act as a trigger and lead to body dysmorphic disorder," adds the article.

The pursuit of perfection

▶ Young people are seeking surgery to get fuller lips, bigger eyes, a thinner nose, based on their favourite social media filters

▶ The trend has given rise to Snapchat dysmorphia, a form of body **dysmorphic disorder** classified as a mental illness on the obsessive-compulsive spectrum

▶ Photo edits such in Snapchat and Facetune are "altering people's perception of beauty worldwide", says *JAMA Facial Plastic Surgery*, a journal published by the **American Medical Association**

▶ Filtered selfies can have **harmful effects** on adolescents or those already suffering from body dysmorphia, as they may internalize this beauty standard more severely

▶ According to an annual survey by the American Academy of Facial Plastic and Reconstructive Surgery, selfies continue to be a **driving force** for people to undergo plastic surgery

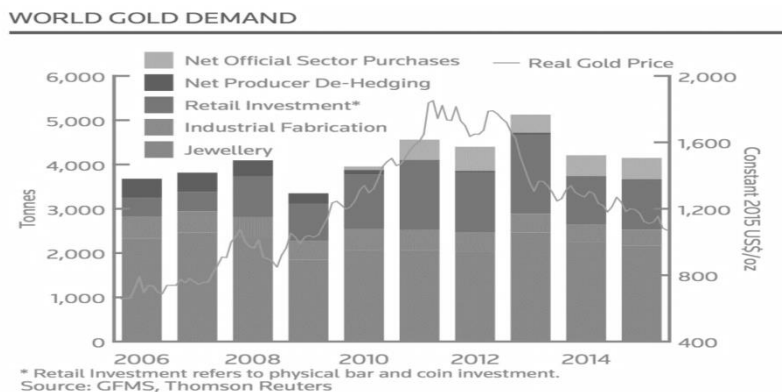
Jaishree Sharad, a Mumbai-based celebrity cosmetic dermatologist, said bringing photos of celebrities is passé. Instead, people are bringing in pictures of their edited selfies for getting “perfect” images. “The trend is more among 17-25 year olds. It is getting big in India. People are taking selfies and they would find a lot of flaws in themselves. Even a minuscule thing would bother them and they would want to go to any extent to get rid of it. This is taking a toll on people.”

BDD is an excessive preoccupation with a perceived flaw in appearance, classified on the obsessive-compulsive spectrum. “The disorder is more than an insecurity or a lack of confidence. Those with BDD often go to great lengths to hide their imperfections, engage in repetitive behaviours like skin picking or grooming, and may visit dermatologists or plastic surgeons frequently, hoping to change their appearance,” the article further says.

During their recent study, experts analysed the effect of edited selfies on body dissatisfaction among adolescent girls and found that those who manipulated their photos more reported a higher level of concern with their bodies and an overestimation of body shape and weight. The study also suggested that those with a dysmorphic body image may seek out social media as a means of validating their attractiveness. Finally, those with a higher level of engagement on social media—including those actively trying to present a specific image of oneself or analysing and commenting on others’ photos—may have a higher level of body dissatisfaction. The desire for cosmetic surgery is an important component of BDD.

1. What is a BDD? List out the symptoms of BDD. (3)
 2. How do multimedia messaging apps affect the youngsters? (3)
 3. Give a suitable title to the passage (1)
 4. Frame sentences of your own using any three of the following words (3)
- blurring exposed engage
pervasiveness preoccupation

B)



We know Egyptian pharaohs were buried wearing it and the extremely wealthy in Ancient Rome donned it too, but while many in the west today look at gold primarily as a safe haven investment, gold jewellery remains a very important part of several cultures, often for reasons tied to its value as an investment. In fact, jewellery represents the greatest demand for gold, followed by retail investment (bars and coins), the net official sector (central banks) and industrial fabrication.

India and China continue to retain the top two spots when it comes to buying gold jewellery, according to figures published in the latest Thomson Reuters GFMS Gold Survey report which include "fine gold content of all new jewellery sold at the retail level (excluding the exchange of old for new jewellery), calculated by taking jewellery fabrication, plus imports less exports and adjusting for retail stock movements."

In the second quarter of 2016, India and China accounted for 44% of gold jewellery consumption globally. The two countries saw higher demand for gold jewellery than all of Europe, South America, Africa and North America combined. The two countries also saw the highest demand globally for physical gold bars. This was despite a steep fall in demand. In the April-June quarter, demand in India more than halved and demand in China fell 24%, compared to the same quarter last year.

In India, analysts are expecting the subdued prices, the good monsoon this year and the upcoming festive season to boost sales. Two-thirds of the gold demand in India comes from the rural areas where investing and banking options are limited. Since most of India's rural areas are dependent on agriculture, gold demand is often tied to grain production and a good monsoon. Gold is also an important part of wedding rituals and traditions and the wedding season, which begins after Diwali, is usually a time when demand rises.

According to the World Gold Council, demand in China is weak due to the volatility of gold prices, changing consumer tastes, and more broadly, the economic slowdown. In a recent report, it said, "A shifting preference for fashionable, unique, highly-designed 18k or gem-set pieces has come at the expense of traditional 24k jewellery. Our survey showed that, of the more-than 1,000 respondents who had bought gold in 2015, 18–30 year olds were more likely to buy 18k jewellery than 24k (39% vs 25%)."

While global gold jewellery demand fell 27.5% (year-over-year) last quarter, a few countries saw demand grow. Among them were Iran (12%), the United States (12.4%), Canada (11%) and Saudi Arabia (2.4%).

Here are the top 10 countries with the highest gold jewellery consumption in 2015 and Q2 2016¹:

Gold Jewellery Consumption 2015			Gold Jewellery Consumption Q2 2016		
Rank	Country	Tonnes	Rank	Country	Tonnes
1	India	674.5	1	China	83.8
2	China	563.7	2	India	69.2
3	United States	140.5	3	Saudi Arabia	16.9
4	Saudi Arabia	57.5	4	UAE	11.5
5	UAE	55.3	5	Turkey	10.9
6	Turkey	49.3	6	Iran	9.3
7	Russian Federation	42.5	7	Russian Federation	8.3
8	Egypt	40.9	8	South Korea	7
9	Iran	35.4	9	France	6.4
10	Hong Kong	34.3	10	Hong Kong	6.1

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¹Source: GFMS Gold Survey 2016 and GFMS Gold Survey 2016 Q2 Update and Outlook

1. Why is there a boost in gold sales during the monsoon and the festive seasons in India? (3)
2. During which year was the demand for gold the highest? (1)
3. Which two countries have a high demand for gold jewellery? (1)
4. Which country replaced the United States to secure the third spot in gold jewellery consumption in 2016? (1)
5. Give a suitable title to the passage (1)
6. Frame sentences using any three of the following words (3)

haven	fabrication	steep
rural	globally	

SECTION C

VI Fill in the blanks with the correct form of the verb given in the brackets:

(1x10=10 marks)

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

VII Choose the correct form of the verb that agrees with the subject:(1x10= 10marks)

1. Your friend_____ (talk/talks) too much.
2. Each of the girls _____(observe/observes) all the regulations.
3. Margo and her parents _____(visit/visits) each other often.
4. Either the cups or the glasses _____(are/is) in the dishwasher.
5. Mumps _____(is/are) one of the most uncomfortable diseases.
6. A pound of cookies _____(cost/costs) about a dollar.
7. He_____ (don't/doesn't) speak very well.
8. Neither Matt nor his brothers_____ (was/were) at the party.
9. Some members of the faculty _____(is/are) present.
10. That grey-haired lady in the scarf_____ (live/lives) across the street.
