

Seat No. : _____

AH-119

April-2015

T.Y. M.B.A., Sem.-VI

Integrated

CC-367 : Business English

Time : 3 Hours]

[Max. Marks : 100

Instruction : (1) Neatness is preferred
(2) Attempt **all** questions.

1. (a) You are Mr. Alpha from India and you are meeting with an important client Mr. Beta from Japan, the meeting is followed by lunch. Which business etiquette is applicable here ? Discuss. **14**
- (b) What are the general rules for handling telephone calls ? **6**
2. (a) You are Mr. Arun Dixit and you are Masters in Business Administration with marketing specialisation and applying for the post of marketing manager in Zydus Cadilla Pvt. Ltd. frame a resume and attach a cover letter for the above position. **10**

OR

What are the different kinds of interview ? Explain in detail.

- (b) Write down the précis of the following passage : **10**
- The U.S. population is going gray. A rising demographic tide of aging baby boomers—those born between 1946 and 1964—and increased longevity have made adults age 65 and older the fastest growing segment of today's population. In thirty years, this segment of the population will be nearly twice as large as it is today. By then, an estimated 70 million people will be over age 65. The number of "oldest old"—those age 85 and older is 34 times greater than in 1900 and likely to expand fivefold by 2050.

This unprecedented “elder boom” will have a profound effect on American society, particularly the field of healthcare. Is the U.S. health system equipped to deal with the demands of an aging population ? Although we have adequate physicians and nurses, many of them are not trained to handle the multiple needs of older patients. Today we have about 9,000 geriatricians (physicians who are experts in aging-related issues). Some studies estimate a need for 36,000 geriatricians by 2030.

Many doctors today treat a patient of 75 the same way they would treat a 40-year-old patient. However, although seniors are healthier than ever, physical challenges often increase with age. By age 75, adults often have two to three medical conditions. Diagnosing multiple health problems and knowing how they interact is crucial for effectively treating older patients. Healthcare professionals—often pressed for time in hectic daily practices—must be diligent about asking questions and collecting “evidence” from their elderly patients. Finding out about a patient’s over-the-counter medications or living conditions could reveal an underlying problem.

Lack of training in geriatric issues can result in healthcare providers overlooking illnesses or conditions that may lead to illness. Inadequate nutrition is a common, but often unrecognized, problem among frail seniors. An elderly patient who has difficulty preparing meals at home may become vulnerable to malnutrition or another medical condition. Healthcare providers with training in aging issues may be able to address this problem without the costly solution of admitting a patient to a nursing home.

Depression, a treatable condition that affects nearly five million seniors, also goes undetected by some healthcare providers. Some healthcare professionals view depression as “just part of getting old.” Untreated, this illness can have serious, even fatal consequences. According to the National Institute of Mental Health, older Americans account for a disproportionate share of suicide deaths, making up 18% of suicide deaths in 2000. Healthcare providers could play a vital role in preventing this outcome—several studies have shown that up to 75% of seniors who die by suicide visited a primary care physician within a month of their death.

Healthcare providers face additional challenges to providing high quality care to the aging population. Because the numbers of ethnic minority elders are growing faster than the aging population as a whole, providers must train to care for a more racially and ethnically diverse population of elderly. Respect and understanding of diverse cultural beliefs is necessary to provide the most effective healthcare to all patients. Providers must also be able to communicate complicated medical conditions or treatments to older patients who may have a visual, hearing, or cognitive impairment.

As older adults make up an increasing proportion of the healthcare caseload, the demand for aging specialists must expand as well. Healthcare providers who work with the elderly must understand and address not only the physical but mental, emotional and social changes of the aging process. They need to be able to distinguish between “normal” characteristics associated with aging and illness.

3. (a) Listening : “The mother of all statements”. Explain the statement. **10**

OR

Name the factors that contribute to poor listening.

- (b) Elaborate the anatomy of poor speaking. **10**
4. (a) Define culture and explain briefly any two individual cultural variable. **5**
- (b) Write the synonyms of the following words : **5**
- (1) Abundant
 - (2) Gigantic
 - (3) Laborious
 - (4) Fictitious
 - (5) Submission

- (c) Write the meanings of the following idioms and phrases, with one example. **5**
- (1) Lions share
 - (2) In the black
 - (3) Sell like hotcakes
 - (4) To pass the book
 - (5) Check into
- (d) Write one word for the given words or sentences. **5**
- (1) A voluntary payment made to services
 - (2) Person having a spirit of friendliness
 - (3) Spoken or done without preparation
 - (4) A person who offers to do something on his\her own
 - (5) All agreeing in an opinion
5. (a) Draft a letter as Mr. Mayur Jain -MD, Zeus fashion Hub, to the manager of SBI, for enhancing the credit limit. **7**
- (b) Justify the characteristics , reasons and steps for drawing ‘Claim letters’. **7**

OR

Draft a claim letter for damaged furniture, you receive from ‘Welcome furniture house’ ,50,Lenin Sarani,Kolkata-700031,ph. 044-48975612.

- (c) Illustrate the main principles to be considered for writing business message. **6**

OR

Read following passage and calculate fog index.

I have often been faced with the question. What is the right time to go for MBA. ? Is it after finishing graduation or after several years of work experience ? Perspectives may differ here, I am giving mine. I will discuss the pros and cons of both and suggest you what is best for considering the circumstances you are under ? Doing an MBA write after finishing your graduation has the advantage of continuity of education since it is impossible to predict what situations should come up after many years of work, personal or professional, what they inhibit one from taking a two year break with a job ? Doing all education without a break, and then concentrating on the job helps both. On the other hand, doing an MBA after putting up several years of work has the unmistakable advantage of truly appreciating what is taught in MBA. course.