



Seat No. : \_\_\_\_\_

**XZ-137**

**April-2013**

**Five Years MBA Integrated (K.S.)**

**Third Year MBA**

**Business English**

**Time : 3 Hours]**

**[Max. Marks : 70**

- Instructions :** (1) The questions paper contains five questions.  
(2) **All** the questions carry marks as mentioned against them.  
(3) Be precise and to the point in the answers. Give examples wherever possible.

1. Write short notes : **10**

- (a) Role of listening in communication.
- (b) Teleconferencing
- (c) Distinguish between hearing and listening.
- (d) Types of interview
- (e) Audio-visual aids used in presentation.

2. (a) On behalf of XYZ bank manager, write a letter to Mr. John informing him about a housing loan that has been sanctioned by your bank. **7**

(b) Clarity and precision is the essence of writing any business letter. Explain. **8**

**OR**

(a) Write a letter of request from an employee, posted in rural area, to the personal manager for his transfer to one of the city branches. **7**

(b) What is a resume ? What is its main function and discuss the features of a good resume ? **8**

3. (a) What is Oral Presentation ? Explain various principals of oral presentation. **7**

(b) What should you do in the following situations : **8**

(i) During a meeting with a co-worker the mobile phone rings. Should you answer it ? Why or why not ?

(ii) While having lunch with a client, what should you do with the business papers you brought to discuss ? Why ?

**OR**

- (a) What are the benefits of effective listening in a business ? How can you keep your mind from wandering while listening to a speaker ? **7**
- (b) What should you do in the following situations : **8**
- (i) A foreign delegate who speaks English as a second language has approached your company with some attractive business offers for your company. You notice that she looks confused during conversations. What strategy will you adopt while talking to her ?
- (ii) While working in Mexico, you schedule a meeting with a vendor who lives there. When he shows up 20 minutes after the meeting was supposed to begin, should you take it as a sign of incompetence or disrespect ? Explain.

4. Make a précis of the following and suggest a suitable title : **15**

Acknowledging that the management of human resources is a key input for organizational competitiveness and business success, companies in general have taken various measures for competency development of people at all levels to meet its present and future needs. Ongoing initiatives to develop and groom internal leaders and talent will gain more thrust in the times to come. Several steps have been taken during the last few years to empower our human resources by enabling them with appropriate systems, polices and processes. Various procedures and policies have been revised to enable the employees to work better and smartly.

Besides nurturing human resources, companies have also shown keen interest in ensuring good governance. Companies have shown unwavering commitment to conduct its business with a sense of values and ethics. While prioritizing good governance, companies have gone beyond adherence of statutory frameworks to bring in greater transparency, accountability and equity in all facets of their operations. They have endeavored to adopt innovative approaches for open, transparent and merit based management to ensure fairness in their transactions and business dealings.

5. You own a car which is two years old. You are currently dissatisfied with your present insurance company. You wish to transfer your car insurance to ABCD Insurance Ltd.
- (i) Write a letter to ABCD Insurance Ltd. requesting motor insurance for your car. **7**
- (ii) Write a reply letter from ABCD Insurance Ltd. declining the request by quoting appropriate reasons. **8**
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