

Seat No. : _____

AE-122

April-2023

Int. MBA, Sem.-VI

Business English

Time : 2½ Hours]

[Max. Marks : 70

1. (a) 'Every workplace evolves its own set of norms of behaviour and attitude'. Define the statement with help of general rules of introduction. 7
- (b) 'In telephonic conversation, the way we receive, respond, speak or hand up is often as important as what is communicated'. Justify the statement with the help of an ideal way to handle a telephone call. 7
2. (a) Write a resume with a cover letter for the post of marketing manager at Hindustan Unilever, Andheri, Mumbai, 400-099. 8

OR

- Write a resume with a cover letter for the post of Finance manager at Aditya Birla Fashion and Retail, Law Garden, Ahmedabad, 380-032. 8
- (b) Write a precise of below paragraph within **70 - 80** words. 6
- Mr. Soni has recently joined as Managing Director of a Car Manufacturing Company, which at present is incurring heavy losses. Mr. Soni has been entrusted with the formidable task of rejuvenating increasing productivity and boosting morale of the employees so that they unhesitatingly cooperate to the company. He faces many challenges to achieve the task such as controlling costs and expenses, achieve the set standards of output. Mr. Soni, who was Deputy Managing Director in his previous company, also a Car Manufacturing his employees to increase the productivity. He was commended for his maximum concern for both Company, had proved to be a proficient Manager and a talented leader, who had successfully inspired people and production and also for bringing about an integration and harmony between the needs of employees and of production. In the new company also, Soni has continued his policies of participative management and his high concern for production and people. With a view to reviving the company back to health, he has effected some major changes. First of all, he has decentralised the organisation so that subordinates can exercise their discretion and initiative in decision-making and their imagination and creativity in performing other managerial functions. Furthermore he has empowered junior managers to sanction expenditure upto approved limits without seeking prior approval of the higher management. Communication system is also improved to facilitate free flow of upward and downward communication. He has also adopted several measures to cut costs and wasteful expenditure. He has banned donations to charitable institutions, but increased the amount being spent on the welfare activities of employees. Some employees are of the view that a lot of things are being done, but they might not be effective in the long run. The majority of employees disagree with them and say, okay, we will give it a try.

3. (a) What are the key strategies for effectively improving the structure, delivery, and overall impact of oral presentations; how can individuals apply them to deliver more engaging and compelling speeches ? **6**
- (b) Write Brief-notes on the following : (Any **Two**) **8**
- (i) Critical Listening
- (ii) Content Listening
- (iii) Empathic Listening
- (iv) Active Listening
4. (a) Write Brief answers : **6**
- (i) How does economics serve as a cultural variable, shaping values, beliefs, and behaviour within societies ?
- (ii) In what ways does politics function as a National variable ?
- (iii) Define the term: Social norms
- (b) Define the following terms : **4**
- (i) Authorization
- (ii) Capital
- (iii) Industry
- (iv) Benchmarking
- (c) Write **one** word for the following : **4**
- (i) A voucher offering a discount for a particular product (Coupon/ Guarantee/ Trade slip)
- (ii) The amount added to the cost price of goods to cover overhead and profit (Discount/Prospect/Mark up)
- (iii) A group of similar and related products or services (Representative/Product line/ Wholesale)
- (iv) The impression of general public for a company or product (image/ label/launch)
5. (a) Write a critical analysis of the importance and relevance of business letters in today's digital age, highlighting their significance as a vital communication tool for individuals and organizations to establish and maintain relationships, convey essential information, and accomplish their business goals. **7**
- (b) Draft a business letter for the following matter : Requesting for the credit facility for the employees of Blue Horizon Technologies, Inc. Address: 123 Main Street, Suite 500, Marines, USA 12345 Registration Number : 9876543210 **7**

OR

Requesting to file an insurance claim for Property damage of the Organization, Company Name: Indigo Solutions Pvt. Ltd.

Address : 45 Park Avenue, Sector 1, Noida, Uttar Pradesh, India - 201301
Registration Number : U74999UP2023PTC123456 **7**