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# ST. XAVIER'S COLLEGE (AUTONOMOUS)

**1st SEMESTER EXAMINATION  
B.B.A.  
NOV - DEC 2010**

**BUSINESS LANGUAGE**

**BLNA3101**

Monday, November 29, 2010 9:30 am to 11:30 am

Time allowed: **2 hours**

Full Marks: **50**

### **Instructions:**

- Use fountain pen or ball-point pen of blue or black ink.
- Answer in your own words as far as practicable.
- Do not write anything on the Question paper other than your Roll No.

1. Write an essay on **any one** of the following topics :

- (a) The Commonwealth Games 2010.
- (b) How real are the Reality Shows on Television?
- (c) Terrorism as a Global Threat to Humanity.
- (d) Generation Gap : Does it really exist, or is it a Myth?

2. Read the following passage carefully and answer the following questions:

Sun and Fun Tours has booked 50 double rooms for the winter season at Hotel de la Plaza. Sun and Fun Tours received a verbal guarantee that construction work being done at the hotel would be completed by the beginning of the winter season. It will not be, and the tour company is demanding a 30 per cent discount to be passed on to the guests until the work is completed.

Unforeseen events can occur which alter the situation for two parties in a contract. In this case, there was just a verbal assurance given by the hotel that the construction work would be completed by the time the winter season began. Thus, Sun and Fun Tours has no legal justification for their demands. Nevertheless, the British emphasis on fair play and “a deal is a deal” would lead them to expect compensation for Hotel de la Plaza’s failure to complete their remodelling before the winter season began.

The Anglo-American tradition regards the contract as binding and failure to live up to its results in court cases. Thus, the British and Americans strive to write “air tight” contracts, which anticipate all eventualities and bind the parties to a strict set of rights and obligations. On the other hand, many cultures, including the Spanish, place more importance on a relationship of mutual trust as a basis of a long lasting working relationship than enforcing contracts through legal means. They feel that in the event of unexpected circumstances, the two parties should emphasize the relationship and not the contract or oral promises. In support of this approach, the bottom line in the service sector is satisfying the customer, which is in the interest of both Sun and Fun Tours and Hotel de la Plaza.

- (a) Why is the tour company demanding a discount? [2]
- (b) Is there any legal justification for the demand? [2]
- (c) What is meant by “air tight” contract? [2]
- (d) What is the Spanish attitude to contracts? [2]
- (e) What is the bottom line in the service sector? [2]

3. Write a précis of the following passage and supply an appropriate title to it. [8+2=10]

An important part of management is making of rules. As a means of regulating the functioning of an organization, so that most routine matters are resolved without referring each issue to the manager, they are an essential contribution to efficiency. The more presence of carefully considered rules has the double-edged advantage of enabling workers to know how far they can go, what is expected of them and what channels of action to adopt on the one side, and on the other, of preventing the management from behaving in a conspicuous manner.

The body of rules fixed by the company for itself acts as its constitution, which is binding both on employees and employers. However, it must be remembered that rules are made for people, not people for rules. If conditions and needs change, rules ought to change with them. Nothing is sadder than the mindless application of rules which are outdated and

irrelevant. An organization suffers from mediocrity if it is too rule-bound. People working in it will do the minimum possible. It is called “working to rule or just doing enough to ensure that rules are not broken.” But this really represents the lowest level of the employer/employee relationship and an organization afflicted by this is an unhappy condition indeed.

Another important point in rule making is to ensure that they are rules which can be followed. Some rules are so absurd that although everyone pays lip-service to them, no one really bothers to follow them. Often the management knows this but can do nothing about it. The danger of this is, if a level of disrespect for one rule is created this might lead to an attitude of disrespect for all rules. One should take it for granted that nobody likes rules, nobody wants to be restricted by them, and, given a chance, people will try and break them. Rules which cannot be followed are not only pointless, they are actually damaging to the structure of the organization.

4. (A) Expand **any one** of the following ideas. [5]
- (i) Stone walls do not a prison make, nor iron bars a cage.
  - (ii) An ounce of discretion is worth a pound of wit.
  - (iii) Fools rush in where angels fear to tread.
  - (iv) It never rains but pours.
- (B) Choose the correct synonym for each of the words / expressions given below: [5]
- (i) extraneous
    - (a) extricate
    - (b) irrelevant
    - (c) extrinsic
    - (d) inadequate
  - (ii) abatement
    - (a) reduction
    - (b) adamant
    - (c) attachment
    - (d) attraction
  - (iii) banality
    - (a) absurdity
    - (b) audacity
    - (c) frivolity
    - (d) triviality
  - (iv) circumspect
    - (a) inspect
    - (b) cautious
    - (c) disrespect
    - (d) aspect
  - (v) pandemic
    - (a) widespread
    - (b) epidemic
    - (c) panoramic
    - (d) confusion

5. (A) Use **any five** of the following idioms in sentences of your own. [1x5=5]  
(Write the meanings in brackets before writing the sentence)

- (i) Fishing in troubled waters.
- (ii) Gall and wormwood.
- (iii) Against the grain.
- (iv) At the drop of a hat.
- (v) Hand in glove.
- (vi) Have a trick up one's sleeve.
- (vii) Head for the hills.
- (viii) In a soup.
- (ix) Belt and braces.
- (x) Blow one's own trumpet.

- (B) Fill in the blanks with the correct tenses of the verbs given within brackets. [1/2 x 10=5]

Today more people than ever .....(suffer) from sleep disturbances. Students should know that sleep .....(enhance) memory. This is because the brain .....(need) rest to process and store the information we .....(feed) into it. When we do not get the right amount of sleep, the brain is too blurry .....(retain) the information. So ..... (study) all night before an examination is not a good idea. Exercise .....(promote) physical exertion and therefore .....(guarantee) a good night's sleep. People who are sedentary .....(be) more likely to suffer from sleep problems or insomnia. Insomnia pushes many people ..... (take) sleeping pills that can further .....(tamper) with natural sleep patterns.

6. (A) Rewrite the following sentences according to the instructions given within brackets without changing the meaning of the sentences. [1x5=5]

- (i) The tourist said to me, "I cannot see landmarks in this guide. Can you direct me to the Railway station today as you did yesterday?" [Change the mode of narration]
- (ii) If it rains, the farms will be relieved. (Use "Unless")
- (iii) The crowd blocked off the road. Immediately the police came in swarms. [Begin with "no sooner....."]
- (iv) Our School team is one of the strongest in the tournament. [Use comparative degree of the adjective 'strong']
- (v) The book is so boring to me that I will not recommend it to anyone. [Use 'too'].

- (B) Frame meaningful sentences with both words of each pair: (**any five pairs**) [1x5=5]

- (i) affect, effect.
- (ii) bear, bare
- (iii) advise, advice
- (iv) pal, pale
- (v) rays, raise
- (vi) sweet, suite
- (vii) steal, still
- (viii) sail, sale
- (ix) bard, barred
- (x) peddle, pedal

7. (A) Fill in the blanks with appropriate prepositions. [½ ×10=5]

- (i) The Government is worried ..... the consequences of the meeting with the rebels.
- (ii) The vacuum lacks ..... the flavour of its content.
- (iii) A true leader is not overwhelmed..... criticism.
- (iv) We should translate our dreams ..... reality.
- (v) The Captain is entrusted ..... unlimited powers.
- (vi) The child was entrusted ..... the care of the matron.
- (vii) There is no meaning in quarrelling ..... trifles.
- (viii) The workers are entitled ..... yearly bonus.
- (ix) The judge set ..... the judgement of the lowest court.
- (x) We should stand ..... our friends in an hour of crisis.

(B) Change the following sentences into more acceptable business language: [1x5=5]

- (i) Do you want to go to the park?
- (ii) Please don't smoke.
- (iii) You must adhere to the guidelines.
- (iv) I can't speak English.
- (v) I feel happy to meet you.

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