

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS OF PAKISTAN



New Fall (E) 2011, April 2012 Examinations

Wednesday, the 25th April 2012

BUSINESS ENGLISH – (S-104)
STAGE - 1

Time Allowed – 2 Hours 45 Minutes

Maximum Marks – 55

Roll No.:

- (i) Attempt ALL questions.
- (ii) Answers must be neat, relevant and brief.
- (iii) In marking the question paper, the examiners take into account clarity of exposition, logic of arguments, presentation and language.
- (iv) Read the instructions printed inside the top cover of answer script CAREFULLY before attempting the paper.
- (v) DO NOT write your Name, Reg. No. or Roll No. anywhere inside the answer script.
- (vi) There will also be a presentation of 25 marks on one of the given topics.
- (vii) Question No.1 – “Multiple Choice Question” printed separately, is an integral part of this question paper.
- (viii) **Question Paper must be returned to the invigilator before leaving the examination hall.**

SECTION – “A”

MARKS

Q.2 (a) Do as directed:

04

- (i) Is Mr. Jameel stitching your trouser? **(Change the voice)**
- (ii) Alisha was making the tea when I walked into the house. **(Change the voice)**
- (iii) “Call the first witness,” said the Judge. **(Change the speech)**
- (iv) He said, “Alas! I am undone.” **(Change the speech)**

(b) Read each sentence to find out if there is any error in it. The error, if any, will be in one part of the sentence only: (Opt one choice as your answer)

03

1. In spite of the extreme cold she insisted on taking a trip to Murree
(a) (b) (c)
where is her birthplace. No error.
(d) (e)
2. Keeping in mind the rivalry between Ali and Aamir
(a) (b)
the manager has assigned him to different teams. No error.
(c) (d) (e)
3. In recent times companies have found the internet to be ideal place
(a) (b)
to hire personnel and form business partnerships. No error.
(c) (d) (e)
4. These rules were created to protect the interests of the student
(a) (b)
Who live away from home and have no local guardian. No error.
(c) (d) (e)
5. Concerned over the loss of revenue the Government plan
(a) (b) (c)
to review the policy immediately. No error.
(d) (e)
6. There are very fewer hotels providing facilities for
(a) (b)
guests who want to bring their pets along with them. No error.
(c) (d) (e)

PTO

Q.3 (a) In the following sentences, each phrase in bold type can be replaced by the options A, B, C, or D to make the sentence grammatically correct. Select the option 'E' if the sentence is correct. 03

1. **Unless a man with** plenty of money can afford a house in this locality.

(A) Until a man has	(D) Only a man with
(B) When a man possesses	(E) No correction required
(C) Except a man of	

2. Pakistan is a diverse and breathtaking country with many places **worthwhile to see**.

(A) worth sight	(D) worthy seeing
(B) worth seeing	(E) No correction required
(C) worthwhile scene	

3. The sales conference **cannot be began** till the festive season is over.

(A) cannot have beginning	(D) has no beginning
(B) unable to begin	(E) No correction required
(C) cannot begin	

4. **Taken everything into consideration**, we feel that the principal was justified in suspending the student.

(A) Taking all things into considering	(D) While taking everything for consideration
(B) To take everything with consideration	(E) No correction required
(C) Taking everything into consideration	

5. He succeed in getting the promotion as he **performed well** than the other candidates in the written test.

(A) performed best of	(D) performing very well
(B) performed better	(E) No correction required
(C) performance was better	

6. The channel has **brought the rights to** the cricket series for a huge sum of money.

(A) paid the rights for	(D) bought off the rights to
(B) bought the rights for	(E) No correction required
(C) been paid the rites to	

(b) Describe the professions of the following professionals: 03

- | | | |
|---|--|---|
| (i) One who tells the future from the stars. | | ? |
| (ii) One who acts as a middleman in buying and selling. | | ? |
| (iii) One who sells meat. | | ? |
| (iv) One who sells flowers. | | ? |
| (v) One who makes and sells gold articles. | | ? |
| (vi) One who mends shoes. | | ? |

Q.4 (a) Give the correct meaning of the following idiomatic expressions and then use them in your own composed sentences: 05

- (i) A cock and bull story
- (ii) Castles in the air
- (iii) Like a fish out of water
- (iv) Come out of one's shell
- (v) Let the cat out of the bag

(b) Complete the sentences with an appropriate form of the words in the list:

bear	exhaust	plug in
block	go	qualify
confuse	insure	schedule
crowd	locate	spoil
divorce	lose	stick
do	marry	turn off

- (i) The meeting will be _____ for tomorrow at nine.
- (ii) That's hard work! I am _____. I need to rest for a while.
- (iii) You told me one thing, and John told me another. I don't know what to think. I am _____.
- (iv) Saima is probably sleeping. The lights in her room are _____.
- (v) Areeba and Hassan were married to each other for five years, but now they are _____.
- (vi) I'm sorry. You are not _____ for the job. We need someone with a degree in electrical engineering.
- (vii) I love my wife. I am _____ to a wonderful woman.
- (viii) We can't eat this fruit. It is _____. We'll have to throw it out.

SECTION – "B"

Q.5 Read the following passage and answer the questions given below:

The world has certainly shrunk. What is popularly called the information revolution is in. Everywhere we see more and more effective means of communication being developed. Telephones link continents, television stations using satellite transmissions send out programs to the whole world, computers and modems bring documents around the world in seconds and video conferences bring together men and women from all over the globe to discuss matters as if they are in the same room. Only one thing seems to be lacking: a single language for all.

At first thought this does not seem to be a problem at all. Since English seems to be the simplest language and since it is apparent that more people speak English than any other language, the natural choice must be English. Now since that is agreed let us get on with it. The first thing to do is to **churn out** a program where everyone in the world will agree to learn English as a second language. Prepare video programs, radio programs and computer based lessons. Within a few years everyone will be speaking English and the world will be one big happy family. Right?

Wrong! Our above argument does sound extremely reasonable because we are arguing for our favorite language. Having **immersed** ourselves in it for ten years or more, we are all liable to be convinced that it is easy and that everyone should see it our way. To use a comparison, have you tried telling people how to get to your house and then have them lose their way? If you have then you will understand the argument. The way to your house will seem very easy to you, but not at all to the person you are trying to direct. The perception that English is a difficult language will not be shared by people who speak the language. Indeed to people who are proficient in other languages, English has been found to be a difficult language.

Most people are proud of their own language and would like to convince the rest of the world that their language should be chosen as the world language. For example the French will never accept that English is more suitable as an international language than French. Their arguments would be that French is an older language, that it is easier, more **refined** and so on. In fact the French are known to be very proud of their language. Visitors to France say that though almost every Frenchman speaks English, he will **feign** ignorance if asked directions in English. Frenchmen expect the whole world to speak their language.

All the countries in this world have a national language. In order to communicate with other countries, they have adopted English as the official language. So what stands most in the way of an international language is human pride. This only show that no matter how much we have progressed in communication, we are very much at the start point as far as an international language is concerned.

Required:

- | | |
|---|---------------|
| 1. According to the writer, why the world has shrunk? | 01 |
| 2. Why do we tend to think that English is an ideal international language? | 01 |
| 3. Why would the French people object to English being the international language? | 01 |
| 4. Explain briefly why the writer thinks that all the world will be a big happy family? | 01 |
| 5. For each of the following words give one word which has the same meaning as it has in the passage: | 02 |
| (i) churn out | (iii) Refined |
| (ii) immersed | (iv) Feign |

- Q.6 (a)** Imagine that you have been working as senior manager marketing in a renowned IT company "The Computer World". Your company plans to introduce a new laptop computer which will be specially attractive to students and will out-sell existing brands. The company has asked you to conduct a market survey among students of universities and colleges, and other educational Institutes of your city to find out what their needs and preferences are. The feedback from this survey will be used in designing and marketing the new laptop.

Required:**08**

Prepare a report addressed to your Managing Director presenting and analyzing the findings of your survey and your recommendations with regard to the features that the new computer should have to attract students, its pricing, technical specifications, distribution and marketing strategies etc. **(Assume other necessary details)**

- (b)** Assume yourself as General Manager HR of M/S Alliance Traders. It has been clearly mentioned in your organization's employees service rules manual that an employee can continue/enhance his/her education as a private/part-time student. A large number of young employees of your organization have sought permission to study in the local evening colleges. As HR Manager draft a memo to be signed by the Managing Director, enunciating the company's policy in this regard for the guidance of employees in future. Say that the applications already received are being examined in the light of the policy declared and individuals will be informed of the decision soon. **(Assume other necessary details)**

05

- Q.7** Write an essay of about 250 words on anyone of the following topics.

08

- (i) Exhibition – A source of Global Market
- (ii) Relations of Pakistan with Neighbouring Countries
- (iii) Books are Carriers of Civilizations
- (iv) Difficulties in Career Selection
- (v) Value of Money in Our Lives
- (vi) The Cricket Asia Cup 2012

- Q.8** A local businessman recently gave a handsome fund to your club to make improvements to the leisure facilities and to buy more sports equipment. As a Senior Manager you have been asked to write a letter to the donor to address the following:

06

- Thank him for the fund;
- Tell him how the leisure facilities been improved;
- Tell him what sports equipment has been procured;
- Explain why the money was spent in this way;
- Invite him to come to the club to see the new facilities in use.

Your letter should be written in clear, correct English. It should be a friendly letter, showing how pleased the club members are with his generosity. **(Assume other necessary details)**

THE END