

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS OF PAKISTAN



Fall (Winter) 2008 Examinations

Tuesday, the 18th November 2008

BUSINESS ENGLISH – (S-104)

Stage- 1

Time Allowed – 2 Hours 45 Minutes

Maximum Marks – 55

- (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 on 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.

MARKS

SECTION – “A”

Q.2 (a) Change the voice of the following:-

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- i) The horses were pulling the farmer’s wagon.
- ii) Kathy had returned the book to the library.
- iii) Have you been informed of a proposed increase in our rent by the building superintendent?

(b) Complete the following sentences with the correct forms of the verbs given in parentheses:

4

Next week, when I _____ my final examinations, I
(finish) (take)
_____ one of the best experiences I _____ in my lifetime. In
(finish, also) (ever, have)
the last four months I _____ more about foreign cultures than I
(learn)
_____ before _____ to the United States. _____ in a
(anticipate) (come) (Live)

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foreign country and _____ to school with people from various parts
 of the world _____ me the opportunity _____ and _____
 with people from different cultures. I _____ to share some of my
 experiences and thoughts with you.

(go)

(give)

(encounter)

(interact)

(like)

Q.3 (a) Choose any six expressions from the following list of Business English idioms and use them in your own sentences:-

3

- i) across the board
- ii) bail a company out
- iii) cut one's losses
- iv) face value
- v) in black and white
- vi) sell like hotcakes
- vii) throw money at something
- viii) cut corners

(b) Link any five words in the first column with their correct synonyms in the second column and antonyms in the third column respectively.

5

S. No.	(1)	(2)	(3)
	Words	Synonym	Antonym
i)	illuminated	antiquated	normal
ii)	evil	unbelievable	stopped
iii)	activated	murmured	darkened
iv)	ancient	malicious	shouted
v)	incredible	trapped	modern
vi)	whispered	odd	release
vii)	seize	lit	possible
viii)	strange	begun	good

Q.4 (a) Choose the most suitable word or phrase.

2.5

- i) Jack _____ the map for several minutes, unable to believe his eyes.
 - a. watched
 - b. glanced
 - c. stared at
 - d. glimpsed

- ii) Police _____ the wanted man in the crowd outside a football ground.
 - a. gazed at
 - b. noted
 - c. faced
 - d. spotted

“If you wait for people to come to you, you’ll only get small problems. You must go and find them. The big problems are where people don’t realize they have one in the first place”.

The difficulty with MBWA is that (certainly at first) employees suspect it is an excuse for managers to spy and interfere unnecessarily. This suspicion usually falls away if the walkabouts occur regularly, and if everyone can see their benefits.

MBWA has been found to be particularly helpful when an organization is under exceptional stress; for instance, after a significant corporate reorganization has been announced or when a takeover is about to take place. It is no good practicing MBWA for the first time on such occasions, however. It has to have become a regular practice before the stress arises.

By the turn of the century it did not seem extraordinary that managers should manage by walking about. The technologies of mobile communications made it so much easier for them to both walk about and stay in touch at the same time. But in the 1950s many white-collar managers turned their offices into fortresses from which they rarely emerged. Edicts were sent out to the blue-collar workforce whom they rarely met face-to-face. The outside world filtered through a secretary who, traditionally, sat like a guard dog in front of their (usually closed) office doors. Even in the 1980s such practices were not uncommon, as demonstrated in the film “Nine to Five”.

MBWA was popularized by becoming an important part of “The HP Way”, the open style of management pioneered by Bill Hewlett and Dave Packard, the two founders of the eponymous computer company. Many of the practices of “the HP Way” became widely copied by corporations throughout the United States in the late 1980s and early 1990s.

The idea received a further boost when Tom Peters and Robert Waterman wrote that top managers in their “excellent” companies believed in management by walking about. In his second book, “A Passion for Excellence”, Peters said that he saw “managing by wandering about” as the basis of leadership and excellence. Peters called MBWA the “technology of the obvious”. As leaders and managers wander about, he said that at least three things should be going on:

- They should be listening to what people are saying.
- They should be using the opportunity to transmit the company’s value face to face.
- They should be prepared and able to give people on-the-spot help.

Required

- | | |
|--|---|
| a) What hazards might be involved for employees in the management by walking around? | 1 |
| b) When should managers particularly avoid to practice MBWA and why? | 1 |

- | | MARKS |
|--|--------------|
| c) How does management by walking about differ from the management in the past? | 2 |
| d) Identify the words in the passage which mean:-
i) without preparation or planning.
ii) an official order or statement given by someone in authority.
iii) people who do physical work in industry.
iv) to stop people that you do not want from a large number of people using a special system. | 2 |
| e) In your own words, provide the gist of the text in not more than 100 words. | 4 |
| Q.6 Write an essay of about 250 words on any one of the following topics: | 10 |
| a) The freedom of press – Is it a blessing or curse?
b) Accountability – myth or curse.
c) The impact of television cable channels on our society.
d) Life in a metropolitan city – Its advantages and disadvantages.
e) Travel as a part of education. | |

SECTION – “C”

- Q.7 (a)** Your younger brother is newly married and is planning to live separately. Write a letter advising him to continue living with the family. Also outline the benefits of joint family system. **5**
- (b)** The Director of Studies at your college is worried about attendance and punctuality in the college. Many students are often absent from their classes or arrive late for their lessons. **5**
- Required:**
Since you have been teaching at the college for some time therefore your principal has asked you to speak to students regarding importance of punctuality and regularity and write a brief report for the principal based on your discussion with the students.
- Q.8** It is wonderful how a rumour grows. In an imaginary letter to your friend, write a fabricated story which, though foolish enough, was accepted by a large number of credulous people. **5**

THE END