

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS OF PAKISTAN



Fall (Winter) 2009 Examinations
Tuesday, the 17th November 2009

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 following into indirect form of speech:*

03

- (i) She said, “I have not seen him today.”
- (ii) I said to Ali, “Are you going to school today?”
- (iii) He said to me, “Do you live here?”

(b) *Error Analysis – Correct the error(s) in the following sentences:*

04

- (i) I tried very hard to don't make any mistakes.
- (ii) The task of find a person who could help us wasn't difficult.
- (iii) When your planting a garden, its important to be known about soils.
- (iv) My mother always make me to be slow down if she think I am driving to fast.
- (v) I would appreciate having heard from your soon.
- (vi) I enjoyed to talk to her on the phone. I look forward to see her next weak.
- (vii) I taught English to him.
- (viii) Have you seen prime minister?

Q.3 (a) *Fill in the blanks with the correct option.*

04

1. I rang my friend in Australia yesterday, and she said it _____ raining there.
(a) is (b) should be (c) to be (d) was
2. The last time I saw Ali, he looked very relaxed. He explained that he'd been on holidays the _____ week.
(a) earlier (b) following (c) next (d) previous
3. I wonder _____ the tickets are on sale yet.
(a) what (b) when (c) where (d) whether
4. I told you _____ switch off the computer, didn't I?
(a) don't (b) not (c) not to (d) to not
5. Someone _____ me there's been an accident on the motorway.
(a) asked (b) said (c) spoke (d) told

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6. When I rang Sana some time last week, she said she was busy _____ day.
 (a) that (b) the (c) then (d) this
7. When he was at Noor’s flat yesterday, Salman asked if he _____ use the phone.
 (a) can (b) could (c) may (d) must
8. Raheel _____ going for a walk, but no one else wanted to.
 (a) admitted (b) offered (c) promised (d) suggested

(b) *In each line below select the word which is OPPOSITE in meaning to the word in heavy and italic type:* 05

	(1)	(2)	(3)	(4)
(i) Contract	→ subtract	expand	attract	decrease
(ii) Prohibit	→ exhibit	protect	permit	forbid
(iii) Reckless	→ stubborn	needless	cautious	careless
(iv) Furnished	→ refused	deprived	altered	diminished
(v) Rough	→ refine	charming	smooth	polite

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

- (i) Nail in the coffin
- (ii) As the crow flies
- (iii) Clear the decks
- (iv) Spend money like water
- (v) Carry the day

(b) *Differentiate between sound-alike words and then use both words in your own sentences:* 04

- (i) Allusion, Illusion
- (ii) Council, Counsel
- (iii) Spacious, Specious
- (iv) Eminent, Imminent

SECTION – “B”

Q.5 *Read the given passage carefully and answer the questions following the text:*

Information technology makes it technically and economically feasible to collect, store, integrate, interchange, and retrieve data and information quickly and easily. This characteristic has an important beneficial effect on the efficiency and effectiveness of computer-based information systems. However, the power of information technology to store and retrieve information can have a negative effect on the right to privacy of every individual. For example, confidential email messages by employees are monitored by many companies. Personal information is being collected about individuals every time they visit a site on the World Wide Web (WWW). Confidential information of individuals contained in centralized computer databases by credit bureaus, government agencies, and private business firms, has been stolen or misuse, resulting in the invasion of privacy, fraud, and other injustices. The unauthorised use of such information has seriously damaged the privacy of individuals. Errors in such databases could seriously hurt the credit standing or reputation of an individual. Important privacy issues are debated in business and government, as internet technology accelerate the ubiquity of

global telecommunication connections in business and society. The internet is notorious for giving its users a feeling of anonymity, whereas in actuality they are highly visible and open to violations of their privacies. Most of the internet and its WWW, emails, chat and newsgroups are still a wide open, unsecured electronic frontier, with no tough rules what information is personal and private. Information about internet users is captured legitimately and automatically each time you visit a website or newsgroup and recorded as a cookie file in your hard disk. Then the website owners or online auditing services may sell the information from the cookie file and other records of your internet use to third parties. Of course you can protect your privacy in several ways. For example, sensitive emails can be protected by encryption, newsgroups postings can be mailed privately by sending them through anonymous re-mailers, and you can ask your internet service provider not to sale your name and personal information to mailing list providers and other marketers.

Required:

- (a) What merits and demerits has the author pointed out regarding the information technology? **02**
- (b) What common privacy issues are highlighted in the passage to illustrate the biggest drawback of information technology? **02**
- (c) What strategies can be employed by internet users in order to shield themselves against these harmful impacts? **02**
- (d) Select the meanings of the given words from the available options considering the context in which they are used in the above passage: **02**

Words from the text	Options for the Meanings
Retrieve	recover, access, gather, record
Ubiquity	increase, presence, challenges, confusion
Notorious	harmful, prominent, active, disreputable
Legitimately	legally, ethically, justifiably, honestly

- Q.6** *Write an essay of about 250 words on any one of the following topics:* **08**
- (a) Sugar and flour crises – burden on consumer budget
 - (b) Effects of unemployment
 - (c) Economic recession – causes, implications and remedies
 - (d) Bribery – an acceptable norm of our society
 - (e) Power outage effects on our daily lives and businesses

SECTION – “C”

- Q.7 (a)** Assume yourself as a leading manufacturer of children toys for last many years in Pakistan. Reference to an exporter’s inquiry, write a letter to him expressing thanks for his query, reply to the points of inquiry, company profile, supply position, price along with payment terms, and hope for good future business. (Assume necessary details). **04**
- (b)** Assume that you have been working as Director Human Resource in a highly reputable organization. Write a circular regarding retirement of a Senior General Manager Finance and appointment of a new General Manager Finance. Mention main information and express hope for cordial relations for the outgoing employee and necessity for hiring new employee and his/her introduction along with professional background. (Assume necessary details). **04**

- Q.8** Presume that during every semester at ICMAP you are taken to field trips in order to blend the theoretical information with the real world applications. Immediately after these educational trips it is mandatory for every student to submit a report to the course supervisor who has arranged that technical visit in relation with the subject being taught. The report is to be written on a standard form which is given below. Assume necessary details and write a brief report about your trip. (Your report should not be more than 100 words.) **06**

ICMAP STUDENTS' EDUCATIONAL TRIP REPORT

Name: _____ Stage: _____
Course: _____

FIELD TRIP (BASIC INFORMATION)

A. Title of visit:

B. Venue / organization / cite:

C. Date visited:

FILED TRIP (DETAILS)

A. Theoretical aspects that were targeted by this field trip:

B. Observations:

C. Learning experiences / outcome:

Signature with date:

THE END