

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS OF PAKISTAN



Spring (Summer) 2009 Examinations

Tuesday, the 19th May 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 sentences into indirect speech: 03**

- (i) He said, “I have seen the film already, so I do not want to see it again this evening.”
- (ii) The old woman said, “would you mind helping me cross this road?”
- (iii) “Let’s go to the cinema this evening”, he said.

**(b) Change the voice: 02**

- (i) Successful communicators make effective use of facial expressions and gestures.
- (ii) I have been informed that they are ready for the talk.

**Q.3 (a) Form adjectives from the following nouns, and then make sentences by inserting each adjective formed from the noun: 05**

	<b>Noun</b>	<b>Adjective</b>	<b>Sentence</b>
<b>(i)</b>	Ancestor	_____	_____
<b>(ii)</b>	Angel	_____	_____
<b>(iii)</b>	Circle	_____	_____
<b>(iv)</b>	Giant	_____	_____
<b>(v)</b>	School	_____	_____

PTO

(b) **Match all the idiomatic phraseology to their correct meanings from the following:** 05

<b>a</b>	flesh and blood	<b>i</b>	on very intimate terms
<b>b</b>	to pay off old scores	<b>ii</b>	disclosed
<b>c</b>	no love lost between them	<b>iii</b>	in disorder or confusion
<b>d</b>	brought to light	<b>iv</b>	got himself into trouble
<b>e</b>	burnt his fingers	<b>v</b>	a talent for speaking
<b>f</b>	stained every nerve	<b>vi</b>	human nature
<b>g</b>	hand and glove	<b>vii</b>	dislike each other
<b>h</b>	at sixes and sevens	<b>viii</b>	used utmost efforts
<b>i</b>	hit the nail on the head	<b>ix</b>	to have his revenge
<b>j</b>	a gift of the gab	<b>x</b>	done exactly the right thing

Q.4 (a) **Identify each underlined words as a noun, verb, adjective, adverb, or preposition.** 04

Orca whales, which are black and white, are highly trainable. They are also called "killer whales," but trainers tell us that these whales are intelligent and sensitive. One time, a newly captured male orca refused to eat for a long time. Finally, he took a fish from the trainer. However, he did not eat the fish immediately; he took it to another recently captured whale, a female who had also refused to eat, and shared it with her. Whales have no sense of smell and have poor eyesight. Their senses of touch and hearing, however, are highly developed. They can hear an extremely wide range of sounds and use sound to locate objects.

(b) **Choose the most suitable word or phrase in the blank space as follows:** 04

- (i) When he called me those names I just \_\_\_\_\_ red and hit him.  
 (a) went                    (b) imagined                    (c) saw                    (d) simply
- (ii) Peter agreed reluctantly to sign the form but looked extremely ill-at-\_\_\_\_\_.  
 (a) agreement                    (b) ease                    (c) heart                    (d) soul
- (iii) When I saw the door begin to open I was scared out of my \_\_\_\_\_.  
 (a) wits                    (b) teeth                    (c) blood                    (d) bones
- (iv) I asked Ted to be frank so he gave it to me straight from the \_\_\_\_\_.  
 (a) head                    (b) stomach                    (c) spine                    (d) shoulder
- (v) When Diane told me I was going to become manager I was pleased as \_\_\_\_\_.  
 (a) punch                    (b) a piglet                    (c) powder                    (d) a parson
- (vi) Hearing about people who mistreat animals makes me go hot under the \_\_\_\_\_.  
 (a) sleeves                    (b) collar                    (c) vest                    (d) chin
- (vii) When Sally told me she was my lost sister I was completely taken \_\_\_\_\_.  
 (a) to task                    (b) by shock                    (c) aback                    (d) with surprise
- (viii) Sam is a happy-\_\_\_\_\_kind of person, and worried about nothing.  
 (a) go-lucky                    (b) over-heels                    (c) tempered                    (d) may-care

## SECTION – “B”

**Q.5** *Read the following passage carefully and answer the questions that follow:*

Today, the educational value of appealing to the eye as well as to the ear has been fully recognised. The lack of suitable materials which has in the past been a handicap to visual education is being made good. The exhibition is one such important medium for visual education that has gained greatly in popularity of recent years.

A natural focus for this particular form of education through the eye is the local museum. Museums and galleries are, indeed playing an increasingly important part in the educational life of their localities. Possibly their greatest contribution can be made in the field of adult education. If they are valuable as a base for the display of material supplied from outside sources, they have a more important function in fostering local distinctions and traditions of all kinds. This they can do by their permanent collections, by special exhibitions shown on their own premises, or by travelling exhibitions circulated to other centres in the locality-for example, to colleges of further education or to community centres. An outstanding value of the exhibition method is that it does not provide instruction only, but by the display of works of craftsmanship and art it gives a training in appreciation, a sense of quality and individual character.

Another most important medium for visual education is the cine film, and at the present time the supply of specially produced educational films is being rapidly increased. The film, like the exhibition, is well adopted for the demonstration of practical activities and skills of all kinds, and to the communications of cultural ideas. But it has a further distinctive contribution of particular importance in education. Owing to the exceptionally strong emotional impact of the cinema, films dealing with controversial topics can be relied upon to provoke discussions and arouse interest in current problems. There are now a number of sources for educational films.

**Required:**

- |   |           |
|---|-----------|
| (a) Give the meanings of the words underlined here above.                           | <b>02</b> |
| (b) What do you understand by the phrase “suitable materials” for visual education? | <b>02</b> |
| (c) Distinguish between “instruction” and “training” in appreciation.               | <b>02</b> |
| (d) What advantage the film for educational purposes has over the exhibition?       | <b>02</b> |

**Q.6** *Write an essay of about 250 words on any one of the following topics:* **10**

- (a) Uncertain political environment: its impact on businesses.
- (b) Corruption and terrorism – two major issues in Pakistan.
- (c) Wonders or blunders of modern technologies.
- (d) Impact of global recession.
- (e) Plagiarism – a menace for quality education.

## SECTION – “C”

**Q.7 (a)** “Asian Petroleum” permits its commercial customers to pay monthly. One of the customers namely “Advance Communications” has not made its payment for last four months. This has just been brought to your attention by Finance Department. You would like to keep “Advance Communications” as a customer, but you also need to collect the past-due balance of Rs.555,000/-. In a meeting with “Advance Communications” Manager, Mr. Ali Ahmed, it was agreed that the company would pay Rs.50,000/- per month. Since the meeting with Mr. Ali, the company has operated on a cash basis for each month but has made no payments on the past due balance.

**Required:**

Write a suitable letter to Mr. Ali, giving him all the details and reminding him of the agreement to make payments on the past-due account. **05**

**(Use suitable language so that you may retain your customer on one hand and recover your dues on the other hand.)**

**(b)** Assume yourself as Manager HR in a multinational company, draft a letter to be sent to a large number of applicants to appear for a written test, interview and group discussion for the post of Cost and Management Accountant. Give clear information in your letter about the following points: **04**

**(i)** Venue of the test.

**(ii)** Date and time.

**(iii)** Duration of the test.

**(iv)** Lunch break

**(v)** Interview dates

**(vi)** Duration of group discussion (only for short-listed candidates).

**(Assume other necessary details)**

**Q.8** What would your world be like without certain I.T inventions? How has your life been influenced by these inventions? Would you like to go back to 1900 when none of these inventions existed? Can you visualize life as it was then? **05**

**(Minimum 100 words answer is required.)**

**THE END**