

FAR WESTERN UNIVERSITY
Semester End Examination-2081
Business English I (Eng 111)

Faculty: Management (BBA)

Level: Undergraduate

Semester: First

Full Marks: 100

Time: 3hrs.

*Candidates are required to give their answers in their own words as far as practicable.
The figures in the margin indicate full marks.*

Group – 'A'

Attempt all questions(Short answer questions)

10×2=20

1. Name any two features of a good communicator.
2. Use the following idioms in your own sentence.
 - to hear it on the grapevine
 - to beat about the bush
3. How does 'brainstorming technique' help to generate new ideas?
4. How is merger different from acquisition?
5. Mention any two advantages of working in a team.
6. What do you understand by motivation?
7. What are two major functions of a team leader?
8. Mention any two ways of making customer service effective.
9. Give two exponents of greeting and taking leave.
10. Choose the correct words to complete each definition.
 - a. A loan/grant is money which doesn't need to be repaid.
 - b. Assets/liabilities are the total amounts of money owed by a business.

Group – 'B'

Attempt any six questions. (Long answer questions)

6×10=60

11. Why is connection important in business? Elaborate.
12. Is communication better these days with new technology? Why or why not?
13. Why do people like to change jobs? In your culture, is it a sign of success or failure? Explain.

14. What is 'risk' in the business context? Explain in brief any five key steps of risk management.
15. Do you think the business culture in your country is different from that of other countries? Give examples to support your view. Would you feel convenient or inconvenient if you visited other cultures for business? Why/why not?
16. (A) Complete these sentences with: **to, for, of, about, or in**.
- Do you have accessthe online database?
 - If there's a safety problem, we'll take responsibilityit.
 - Times are hard now, but I'm optimisticit.
 - We're capablefilling large orders in a short period of time.
 - Rising oil prices pose a threatlow-cost transport.
- (B) Rewrite these sentences in the passive.
- I gave my team a new assignment.
 - The management are listening to the employees.
 - We should encourage customers to give feedback.
 - The management has cut the working week.
 - We expect the new workers to speak good English.
17. You are Hari Kumar. Read the following information about you and write an email to Pramod Giri, who is a reputed marketing consultant in Nepal. In the email introduce yourself and request for appointment to discuss your project.
- Information about you:
- Name: Hari Kumar
- Job: Senior Marketing Manager
- Organization: Hyland Scooter Limited.
- Current project: Research on E-scooter trend in Nepal with the purpose of assessing the possibility of introducing a new brand in the market.

18. (A) Choose the best word to complete each sentence.
- Srijana is a very **articulate/responsive** speaker. She expresses her ideas clearly and effectively.
 - The product presentation was **rambling/sensitive**. It included a lot of useless information, and no one really understood the point.
 - Your talk is limited to 10 minutes, so you need to be **responsive/ succinct**. If you don't stick to the point, you won't have time to say everything.
 - Bill is **an extrovert/ focused**, so he really enjoys giving presentations. He loves being the centre of attention and talking to people.
 - You have to concentrate and **listen/ramble to** the questions the audience asks.
- (B) Complete each sentence with a word formed from the verb in brackets.
- We feel(frustrate) with the new computer system.
 - His manager.....(recognize) that there was a problem and offered a reasonable solution.
 - I am really.....(satisfy) with the current workload. I can get everything done on time.
 - One big..... (motivate) factor for me is to travel.
 - It's(surprise) to see them winning the world cup.

Group – 'C'

19. Attempt the following question. (Case/Situation analysis) [20]

As an entrepreneur one has to do a SWOT (strengths/weaknesses/opportunities/threats) analysis before launching a product or service in a new market. Suppose you are an entrepreneur in an emerging market, (like Dhangadhi or Mahendranagar) and want to establish a bakery brand in different locations in your city. Attempt a SWOT analysis from different angles so as to minimize loss and get success in your business venture.