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 Reg. No. :

**Question Paper Code: 52001**

B.E. / B.Tech. DEGREE EXAMINATION, NOV 2017

Second Semester

Civil Engineering

15UEN201 - BUSINESS ENGLISH AND PRESENTATION SKILLS

(Common to ALL Branches)

 (Regulation 2015)

Duration: Three hours Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 1 = 10 Marks)

1. Write the numerical expression for the following

(a) The building consists of ten storeys (b) A tournament lasts for seven days (c) A conference for five days (d) A can with the capacity of thousand litres

2. Choose the right Collocations and fill in the blanks:

 (a) Do you know where we are? If you ask me, we are \_\_\_\_\_\_\_\_\_\_ (absolutely / rather / totally) lost.

 (b) We didn't arrange to meet. It was \_\_\_\_\_\_\_\_\_ (great / pure/ clear) coincidence that I saw him.

3. Rewrite the following sentences into Reported Speech:

 (a) Ram said to Mohan “Why are you disturbing me?”.

 (b) He said, “I have got a toothache”.

4. Choose the correct Numerical Adjectives and fill in the blanks:

(a) Be careful with that \_\_\_\_\_\_\_\_\_\_\_\_\_ (three-leged/three -legs/ three-legged) table.

(b) She is the most beautiful of \_\_\_\_\_\_\_\_\_\_ (three us / we three / us three).

5. Fill in the blanks with suitable prepositions:

1. Is he ---- his room?
2. The book lies ---- the table.
3. I met my friend ---- a party.
4. Please contact us ---- your problems.

6. Fill in the blanks using the right Connectives:

 (a) \_\_\_\_\_\_\_\_\_\_ tattoos and piercings seem trendy nowadays, they have actually been around since ancient times, and are practiced in many cultures.

 (b) The film classification "mature" means the movie should not be seen by a person under the age of 14, \_\_\_\_\_\_\_\_\_\_ accompanied by an adult.

7. Fill in the blanks using the correct Prepositions

 (a) I speak \_\_\_\_\_\_ (for / about / to) all of us when I say how much we have enjoyed your visit. (b) The stores will be closed \_\_\_ (from / since / in ) Christmas until New Years.

8. Match the definitions with the correct terms related to Finance:

#### (a) Total expenses equal to total income - Income (b) Money an employee withholds from an employee’s earnings - Balanced Budget (c) Money earned, pay or salary - Debtor (d) A person or organization that owes money to the company – Payroll Tax.

9. Memo is the written communication for the officials: (a) Within the company (b) outside the company (c) within the department

10. Explain the following terms related to employment:

 (a) Freelancers (b) Fringe Benefits

PART - B (5 x 2 = 10 Marks)

11. Is it necessary to use modals while speaking? Give reasons.

12. Write a note on establishing eye contact with the audience.

13. Give examples for Business report and News report.

14. Write the difference between Formal and Semi-formal Letters.

15. Why proposals are important?

PART - C (5 x 16 = 80 Marks)

16. (a) Read the following passage carefully and answer the questions:

 If we want to feel better, have more energy and perhaps even live longer we have to depend upon exercise. The health benefits of regular exercise and physical activity are hard to ignore. The benefits of exercise are ours, regardless of our age, sex or physical ability. Regular physical activity can improve our muscle strength and boost our endurance. Exercise and physical activity deliver oxygen and nutrients to our tissues and help our cardio vascular system work more efficiently. When our heart and lungs work more efficiently, we have more energy to go about our daily chores. Physical health affects the mind and vice-versa. Let us be clear that a sound mind in a sound body is the requisite for high efficiency and good quality work in the office, factory or field, which leads to a sense of achievement and fulfilment.

 Our health is, of course, important not only to us, but also to our families and even to our employers. No wonder companies everywhere have a stake in the health and fitness of their employees and are willing to spend considerable money towards this purpose. Japanese companies particularly excel in this and the more successful among them start off the day with a body bending and stretching session and even singing the company song designed to promote loyalty and motivation among the workforce! It is estimated that some 20,000 American firms have established in-house health clubs.

 Typical of these is the soft drink manufacturer, Pepsi Cola which has spent about 2 million in setting up a health club at its head office in New York State. Such expenditure has proved to be a wise investment in achieving better efficiency and high productivity. It has indirectly also helped to reduce the premium on the health insurance of staff. Hundreds of consultancies have sprung up for the management of health clubs and fitness centres.

 (i) Why exercising is the most inexpensive way to keep healthy?

 (ii) How does regular physical activity help us?

 (iii) What shows that the health of the employees is important in a company?

 (iv) Why expenditure on health is considered a wise investment?

 (v) What is meant by ‘ignore’?

 (vi) What is meant by ‘prerequisites?

 (vii) Find the word opposite to ‘low-grade’.

 (viii) Find the word opposite to ‘reduce’ (16)

Or

(b) Read the following passage carefully and answer the questions:

Leading investors have joined the growing chorus of concern about governments and companies rushing into producing biofuels as a solution for global warming, saying that many involved in the sector could be jeopardizing future profits if they do not consider the long-term impact of what they are doing carefully.

It is essential to build sustainability criteria into the supply chain of any green fuel project in order to ensure that there is no adverse effect on the surrounding environment and social structures. The report produced by the investors expresses concern that many companies may not be fully aware of the potential pitfalls in the biofuel-sector.

Production of corn and soya beans has increased dramatically in the last years as an eco-friendly alternative to fossil fuels but environmental and human rights campaigners are worried that this will lead to destruction of rain forests. Food prices could also go up as there is increased competition for crops as both foodstuffs and sources of fuel. Last week, the UN warned that biofuels could have dangerous side effects and said that steps need to be taken to make sure that land converted to grow biofuels does not damage the environment or cause civil unrest. There is already great concern about palm oil, which is used in many foods in addition to being an important biofuel, as rain forests are being cleared in some countries and people driven from their homes to create palm oil plantations.

An analyst and author of the investors' report says that biofuels are not a cure for climate change but they can play their part as long as governments and companies manage the social and environmental impacts thoroughly. There should also be greater measure taken to increase efficiency and to reduce demand.

1. Choose suitable answer for the following questions: (5X2=10)
2. \_\_\_\_\_\_\_\_\_\_\_\_ are worried about the boom in biofuels

1. Few People

2. Many People

3. Only leading investors

1. Biofuels producers knew about the possible problems

1. Do not 2. Might not 3. Must not

1. Environmentalist believe that increased production of corn and soya

1. has destroyed rain forests

2. may lead to destruction of rain forests

3. will lead to the destruction of rain forests

1. Biofuels might
2. Drive food prices up
3. Drive food prices down
4. Have little or no impact on food prices
5. The increased production of palm oil
6. Have no role to play in global warming
7. Can be effective in fighting global warming on their own
8. Should be part of a group of measures to fight global warming
9. Write a suitable title for the passage. (2)
10. Give the synonym of the word ‘Investor’. (2)
11. Give the antonym of the word ‘Essential’. (2)

17. (a) A month ago A.K Shyam and Company Ltd, 35, Bapunagar, Jaipur, bought a duplicating machine from a firm in Delhi. The machine does not work satisfactorily. As the secretary of this company write a letter giving details and asking that either it be repaired or replaced at their cost. (16)

Or

(b) Draft a letter calling for quotation for the purchase of a new tape recorder. (16)

18. (a) You manage an engineering department at Acme Aerospace. Your current department supervisor is retiring. Thus, you must recommend the promotion of a new supervisor to the company’s executive officer, Kelly Adams. You know that Acme seeks to promote individuals who have the following traits

* Familiarity with the modern techniques
* An ability to work well with colleagues
* Thorough knowledge of one’s areas of expertise

 You have four candidates for promotion. Write your report recommending your choice for a new supervisor. (16)

Or

 (b) The Department of Agriculture Research and Education, Government of India is currently collecting data on the amount of milk, fruit and vegetables, eggs, etc. produced in the year 2009- 2010 to formulate a viable National Agriculture Policy which would take care of animal husbandry and dairying also. The data collected are given below: Milk 78 million tones, Potato 241.5 lakh tones, Fruit &amp; vegetables 104 million tones, Fish 55.81 lakh tones, Eggs 31,320 million tones, Onion 47.5 lakh tones. As the Senior Scientist of this department, write a report to the Minister of State, Agriculture analyzing the above data and giving the necessary details. Invent the necessary details. (16)

19. (a) The Managing Director of your company or organization has announced that reports

 on performance are to be produced by all departments. Your Head of Department

 has asked you to produce the report about department for the Managing Director.

 Write the report for the Managing Director, explaining:

 \* what aspects of your department function most effectively

 \* which aspect is most in need of improvement

 \* how this improvement could be achieved. (16)

Or

 (b) As the Managing Director of Bharat Construction Ltd., draft a memo to the executive Engineer of the Inspection wing, requesting him to conduct an inspection of the newly constructed shopping complex at Vijayawada to find out whether the construction has been done as per the specifications and the satisfaction of the owner. (16)

20. (a) Assume that your organization has been spending about Rs.5, 00,000 per annum on getting its various documents such as routine forms, brochures, reports, proposals, manuals, etc., printed by outside agencies. Now, the organization has decided to have its own publishing unit to cater to all the above printing needs. As the Office Manager, draft a proposal for the creation of this unit for the consideration of the Board of Directors of your organization. (16)

Or

(b) Your Managing Director has decided that the company’s website should be improved

 and has asked you to consider ways of going about this. Write a proposal for the

 Manager Director:

 \* summarizing the strengths and weaknesses of the current website

 \* suggesting new services and information to be provided through the website

 \* explaining the benefits the improvements would bring. . (16)