

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION DECEMBER 2010: AFFILIATED COLLEGES
BUSINESS ENGLISH – I BA (H) – 301
BS – I

Instructions: Attempt all questions.
Copy down the question number neatly and correctly.

Question no 1- Punctuate the following passage. 06

In the darkness I could just see the thing like an elephant trunk more than anything else waving towards me and touching and examining the walls coals wood and ceiling It was like a black worm swaying its blind head to and fro.

Once even it touched the heel of my boot I was on the verge of screaming I bit my hand For a time it was silent I could have fancied it had been withdrawn presently with an abrupt click it gripped something I thought it had me and seemed to go out of the cellar again For a minute I was not sure Apparently it had taken a lump of coal to examine.

Question no 2- Put the verbs in these sentences into their correct forms. 06

- a- The news (be) terrible last night , and I am afraid it (be) even worse this morning.
- b- The furniture that we bought in Bangkok (look) lovely in our sitting room
- c- That information (not help) me very much. Please tell me exactly what I must do.
- d- My grandfather's advice always (help) when I don't know what to do
- e- Bad news always (make) my heart beat faster.
- f- The new furniture just (arrive) .Would you like to have a look at it?

Question no 3- Fill the blanks with appropriate prepositions. 10

I often say, if you have a finite budget for marketing, you should spend less (a) _____ advertising and invest it (b) _____ your customers in some form (c) _____ customer appreciation. You will get a better return for your money (d) _____ you invest in your existing customers. No disrespect (e) _____ the media, they have a role to play. But it costs a lot more to earn a new customer (f) _____ to keep an existing one.

Regular, happy, repeat customers are your bread and butter. The lifetime value (g) _____ your regulars can be estimated, and your cash flow projected. Think of it as a symbiotic relationship, (h) _____ you each depend on the other. They come back (i) _____ they trust you. You depend on the income they bring. Customers want to feel appreciated, and that you care about them more than the income they bring you. They are more than just a number. Perhaps you have heard the saying "People don't care (j) _____ much you know, until they know how much you care."

Question no 4- Change the voice 10

- a- The town was destroyed by fire.
- b- He can cut out the picture
- c- A client delayed Johan when she was leaving the office.
- d- Funny is what clowns are.
- e- I will ask a question.

Question no 5- Rewrite each sentence below according to the instructions given in parenthesis. 14

- a. In the early part of the month of April we traveled in our own car to the city of New Orleans in the state of Louisiana.
(Make the sentence more concise by reducing phrases to single words and eliminating unnecessary modifiers—those adjectives, adverbs, and prepositional phrases that are repetitious or insignificant)

- b. We received a free complimentary copy of a book about the past history of education in America from the salesman.
(Eliminate the unnecessary modifiers and rearrange the details in the sentence to make it more clear and concise.)
- c. The architecture of farms in southern France is squat and horizontal and is dictated by the area's high winds and flat plateaus.
(Place the adjectives in front of the noun that they modify, and eliminate any unnecessary ands)
- d. The little child walked quietly on the tips of his toes past the very young dog.
(Make this sentence more concise and effective by replacing the simple modifiers with more specific nouns and verbs)
- e. Our boat was entirely surrounded on all sides by sharks in the water around us.
(Make this sentence more concise by eliminating unnecessary modifiers)
- f. The cat sat on the mat. (identify the modifiers in this sentence)
- g. To keep the young recruits interested in getting in shape, an exercise program was set up for the summer months. (edit the sentence by correct placement of misplaced modifier)

Question no 6- Combine the following pair of sentences. 04

- a- Prepare your speech .Make it when the time comes
b- I have to go .The road is bad.
c- He ate a lot of meat. His doctor has told him to.
d- We played football. It was raining

Question no 7(A) - Complete the following sentences 02

- a- Words that modify verbs , adjectives and adverbs are
(i) adverbs (ii) adjectives (iii) pronouns (iv) conjunctions
b- Words that express strong feelings are
(i) conjunctions (ii) pronouns (iii) adverbs (iv) interjections

Question no7 (B)- Describe each of the following group of words. 03

- a- Whenever Mr. Jackson calls to confirm the shipping date.
(i) command (ii) complete sentence (iii) fragment (iv) comma splice
b- Many employees are interested in the proposed in-service training.
(i) command (ii)complete sentence (iii) fragment (iv) comma splice
c- After you read the contract, sign and return it
(i) command (ii) complete sentence (iii) fragment (iv) comma splice

Question no 7 (C)- Select the correct pronoun 05

- a- If I were (he , him), I would withdraw my endorsement.
b- I was asked to contact you and (they , them)
c- Dr Meza judged the winner to be (her , she)
d- (Us, We) investors , of course, expect to make a minimal profit.
e- After a thorough investigation, we have concluded that (their, their's , there's) is the only equipment that meets all our specifications.

1 of 2 -

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION; JUNE 2010: AFFILIATED COLLEGES
BUSINESS ENGLISH – I: BA(H) – 301
BS – I

Date: June 16, 2010

Max. Marks : 60
Max Time: 3 hours

Instructions: Attempt all questions and copy down the question number neatly and correctly

Question no 1

(10 marks)

Choose the correct answer and fill in the given spaces.

- a- A more lovely stream than this has never _____ on earth.(flowed, been flowed)
- b- The caretaker _____ the door before leaving the premises. (lock , locked)
- c- The doctor _____ diagnosed the complaint , was able to cure the patient (have, having)
- d- He called me a snob , _____ me greatly (annoyed , annoying)
- e- Country children are very lucky, for they have rivers near _____ home. (their, there)
- f- Don't think that this is _____ the family.(all, whole)
- g- A great deal of my leisure time is _____ in stamp collecting. (spent, spend)
- h- What a joy her playing is to _____. (hear, here)
- i- The Second World War started _____ 1935. (in, during)
- j- The eagle _____ down upon its prey. (swooped , swoop)

Question no 2

(05 marks)

Complete the sentences with correct preposition.

- a- we arrived _____ time for the party.
- b- _____ early times, rainbows were believed to be signs from God.
- c- He took all his money _____ him.
- d- They had a party _____ their house.
- e- He will come _____ three o'clock.

Question no 3

(08 marks)

Fill in the spaces with the given words.

Accept, agree, affect, angry, sorry, as, effect, whole.

- a- Our words had a great _____ on them.
- b- They _____ to do the work with us.
- c- He offered me an invitation and I _____ it.
- d- I am _____ he was late .
- e- Our words _____ them very much.
- f- I am _____ with him because he was late.
- g- Can you jump _____ he does
- h- Is it _____ you.

Question no 4

(07 marks)

Change the voice of the of the following sentences

- a- We have done our homework.
- b- Sheila is drinking a cup of tea.
- c- Farmer Joe is milking the cows.
- d- Are they talking about the meeting.
- e- Would they decorate the room.
- f- Will you have washed my socks.
- g- We were talking about Francis.

Question no 5

(05 marks)

Rewrite the following paragraph in your answer scripts and Punctuate it.

the continuing care retirement community CCRC has become one alternative to the impending increase in our elderly population according to estella espinosa professor of gerontology at the university of connecticut. nursing homes are no longer the answer to this social need she said their simply to costly for todays senior-citizens she added.

CCRC's normally require a tremendous down payment to buy into a living unit then they require a considerable monthly "maintenance fee." this large initial investment together with the continuing high price of so-called maintenance means that many americans will be excluded from the CCRC of their choice. "its a shame that getting old has to be so expensive" said espinosa there are three things involved here affordability convenience and human dignity

Question no 6

(10 marks)

Transform the following dependent word groups into meaningful sentences.

- a- To be demoted.....
- b- Surfeit of sensational.....
- c- Fortitude is a
- d- Its just a coincidence that.....
- e- Like leeches they

Question no 7

(05 marks)

Rewrite each sentence eliminating the unnecessary part.

- a- The deep freezer has made life easier for housewives staying at home.
- b- The wedding breakfast in the morning was held in her father's house.
- c- The death of the prime minister left his party without a leader to lead.
- d- The beach was quite empty since it was vacant and free of people last year.
- e- Don't buy the expensive apples , with the high price; get the cheaper ones.

Question no 8

(10 marks)

Join the following sentences by using co-ordinate or subordinate conjunctions.

- a- We could fly. We could go by train.
- b- She will have to study hard. She will have to concentrate to do well on the exam.
- c- Jack is not here. Tom is in another city.
- d- The speaker will not confirm the story. The speaker will not deny the story.
- e- Pneumonia is a dangerous disease. Small pox is a dangerous illness.
- f- Fred loves traveling. Jane wants to go around the world.
- g- It might rain tomorrow. It might snow tomorrow.
- h- Playing tennis is good for your heart. Jogging is good for your health.

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI

FINAL EXAMINATION : AFFILIATED COLLEGES
BUSINESS ENGLISH - I : BA (H) - 301
BS - I

Date : June 12, 2009
Max. Marks : 60

Time Allowed : 3 Hours

Instructions: Copy the question number carefully and correctly. Attempt all questions.

Q.No.1.

Choose the correct form of the verb and fill in the blanks.

(10 Marks)

1. Mrs. Blump _____ (~~hasten~~, hastened) on her way.
2. As I opened the door the mischievous little rogues _____ (~~bolted~~, bolts) away down the passage.
3. This Daimler _____ (runs, ~~running~~) very smoothly.
4. The London express _____ (flashes, ~~flashed~~) past the country station.
5. A frightened looking girl _____ (rushed, ~~rushes~~) out of the cave.
6. I _____ (~~have learnt~~, had learnt) my lesson.
7. We always _____ (do, ~~does~~) our shopping at Greenway.
8. We _____ (don't live, ~~does not live~~) faraway.
9. You _____ (know, knows) the answer.
10. It _____ (gets, ~~gotten~~) busy at weekends.

Q.No.2.

Change the voice of the following sentences. (any five)

1. We keep the butler here.
2. The window was broken.
3. People have seen wolves in the streets.
4. You should shut these doors.
5. The injured player was being carried off the field.
6. He invited me to go.

Q.No.3.

In each of the following sentences supply a verb in agreement with its subject.

(07 Marks)

1. The cost of all these products had risen.
2. No news was good news.
3. Neither his sister nor his brothers was alive.
4. One-third of the country was in ruins.
5. There are many objections to the plan.
6. Over half of the contract was ratified.
7. The proposed law and its amendment came before the legislature.

Q.No.4.

Complete the following dependent word group, into meaningful sentences. (any five)

(05 Marks)

1. The first train
2. Nearly half of America
3. Mr. Tom and his wife are
4. I fell from the roof and
5. Not a whisper could be heard because
6. The head boy of the college

Q.No.5.

Underline the pronouns in the following.

(03 Marks)

- a. Do unto others as you would others should do unto you.
- b. A dove that was kept shut up in a cage was congratulating herself upon the size of her family. "Cease, good soul to boast about that," said a crow "for the more young ones you have, so many more slaves you will have to groan over."

Q.No.6.

Punctuate the following sentences.

(05 Marks)

1. He said, he didn't want to answer my question -
2. The whether is wonderful today, my brother said
3. Have you read that interesting story yet ?
4. I said it is a wonderful story, isn't it ?
5. What are we doing tomorrow my sister asked

Q.No.7.

Put appropriate articles in the following sentences.

(07 Marks)

1. _____ English are famous for their literature.
2. _____ famous climbers crossed _____ alps.
3. Her friend had _____ dog and _____ cat.
4. I found _____ book which had _____ funny title.

Q.No.8.

Join the following sentences by using co-ordinate or sub-ordinate conjunctions.

(05 Marks)

1. Electricians rewired the equipment room. before
Fuses continued to blow
2. Jackson is a fine administrator
He is a poor fund raiser
3. He was working in Scotland. whereas
In Finland.
4. The plane leaves at 2:15.
You still have time to park.
5. Mr. Thomas wrote a travel report.
He shared its information with other members of the staff.

Q.No.9.

Fill in the blanks with correct prepositions.

(07 Marks)

1. We saw them _____ the afternoon.
2. We depend _____ our teacher for help in English.
3. I sometimes eat _____ a knife and a fork.
4. He walks _____ his flat to the office daily.
5. I am attached _____ my work.
6. We hear _____ our ears.
7. The plane arrived _____ time.

Q.No.10.

Read the following sentences and underline the modifier, also tell whether the modified word is a verb, an adjective or an adverb.

(06 Marks)

1. This is a very sweet mango.
2. Tina eats quickly.
3. Sana reads quite clearly.

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI**

**FINAL EXAMINATION, JUNE-2007 : AFFILIATED COLLEGES
BUSINESS ENGLISH - I (GRAMMAR) : BA (H) - 301
BS - I**

Date : June 13, 2007
Max. Marks : 60

Time : 3 Hours

Q.No.1(a). Fill in the blanks with suitable articles. (05)

- i) They received _____ email in _____ afternoon.
- ii) They told _____ story which was _____ most surprising I had ever heard.
- iii) He helps _____ poor and _____ sick.
- iv) _____ harder you work _____ more successful you are.
- v) Is he _____ lawyer?
- vi) _____ hour ago we met in that hotel.

Q.No.1(b). Use a comparative or superlative adjective to complete each sentence. (05)

- i) Office deals is the _____ (good) place to buy office supplies.
- ii) The office buys store has the _____ (bad) prices in town.
- iii) A tax is _____ (expensive) than a bus.
- iv) Bob's car is _____ (old) of all.
- v) I think pizza is _____ (healthy) than hamburger.

Q.No.1(c). Complete each sentence with the correct infinitive or gerund. (03)

- i) Hina didn't remember _____ (to leave / leaving) her references.
- ii) I stopped _____ (to pay / paying) attention after five minutes.
- iii) Kim stopped _____ (to work / working) after a minute.
- iv) She d'dn't remember _____ (to ask / asking) about the salary.
- v) I like _____ (to go / going) sight seeing.
- vi) It's turn _____ (to look / looking) at new apartments.

Q.No.1(d). Fill in the blanks with correct phrasal verbs. (05)

filled out	called up	succeed in	paid for
forget about	talk about	call in	leave out
knock on	acted out		

- i) I already _____ the supplies.
- ii) I _____ Maria from the office.
- iii) Did they _____ my job evaluation?
- iv) I _____ the situation.
- v) You should _____ the door first.
- vi) Have you _____ your new job?
- vii) We need to _____ Max to repair the copier.
- viii) Never _____ relevant facts.
- ix) He _____ the address on the package.
- x) Don't _____ the stock options.

Q.No.1(e). Fill in the blanks with suitable prepositions.

(05)

- i) We should act _____ his advice.
- ii) He aims _____ passing the exam.
- iii) He was never interested _____ studies.
- iv) Isn't the road _____ construction?
- v) Is it _____ your reach?

Q.No.2(a). Choose the correct form of the verb to complete the following sentences

(05)

- i) People like her _____ really infuriating. (is , are).
- ii) Snakes _____ me. (terrifies , terrify)
- iii) His politics _____ very right-wing. (is , are)
- iv) The police _____ called to the scene. (was , were)
- v) The draughts in this room _____ dreadful. (is , are)
- vi) A lot of woman _____ their hair. (dyes , dye)
- vii) Billiards _____ a very similar game to snooker. (is , are)
- viii) Mince and potatoes _____ my favourite meal. (are , is)
- ix) Some money _____ been stolen. (has , have)
- x) Six thousands dollars _____ a lot of money to pay for a painting (seem , seems)

Q.No.2(b). Use active or passive, in any appropriate tense for the verbs in parenthesis.

(05)

- i) Only five of us (work) _____ in the laboratory yesterday when the explosion (occur) _____ luckily, no one (hurt) _____.
- ii) When you (arrive) _____ at the airport tomorrow, you (meet) _____ by a friend of mine. He (wear) _____ a red shirt and the blue jeans. He (be) _____ fairly tall and (have) _____ dark hair. He (stand) _____ near the main entrance. I am sure you will be able to find him.
- iii) According to a recent survey, out of every dollar an American spends on food thirty six cents (spend) _____ at restaurants.

Q.No.2(c). Fill in the blanks with the correct form of the given verbs.

(10)

- i) A: Close your eyes. Now listen carefully. What (hear , you) _____? What (do , I) _____?
B: I (believe) _____ you (rub) _____ the top of your desk with your hand.
A: Close, but not exactly right. Try again (listen , you) _____ carefully?
B: Ahs! You (rub) _____ your hands together.
A: Right!
- ii) Ten years ago, the government (decide) _____ to begin a food program. At that time many people in the rural areas of the country _____ (starve) due to several years of drought.
- iii) Libraries today are different from those in the 1800s. For example the contents of libraries _____ (change) greatly through the years. In the 1800s, libraries (be) _____ simply collection of books. However, today most libraries _____ (be) multimedia centers that contain tapes, computers.
- iv) A: (Be , you) _____ able to reach Bob on the phone yet?
B: No yet. I (try) _____ for the last twenty minutes, but the line (be) _____ busy.
- v) It was midnight. I (study) _____ for five straight hours. No wonder I was getting tired.

- vi) Right now I am junior in college. After I (graduate) _____ with B.A. I (intend) _____ to enter a graduate school and work for an M.A. perhaps I (go) _____ on for a Ph.D. after I (get) _____ my Master's degree.
- vii) Sounds great! I (think) _____ about you.

Q.No.3(a). Combine the following pairs of sentences into a single sentence by means of co-ordinating Conjunctions. (04)

- i) He is slow. He is sure.
 ii) I was annoyed. I kept quiet.
 iii) He was alright. He was tired.
 iv) Be quick. You will be late.
 v) He was obstinate. He was punished.
 vi) I cannot see. It is very dark.
 vii) He may be innocent. I do not know.
 viii) The wind blew. The rain fell. The lightning flashed.

Q.No.3(b). Combine the following sentences using participles. (05)

- i) We felt exhausted. We sat down to rest.
 ii) He ran on the stony road. He fell.
 iii) We left the party early. We went straight home.
 iv) He worked hard. He managed to complete the assignment on time.
 v) The speaker spoke eloquently. He swayed the audience.

Q.No.3(c). Correct the errors in the following sentences. (04)

- i) Its, Alans, birthday today.
 ii) I just want to sit peaceful in the garden.
 iii) I feel quite illy.
 iv) It is an excited new family game.
 v) The rich nations can afford to feed the hungry.
 vi) We are going their.
 vii) We are going to playing that game when we were younger.
 viii) Last year I finally stopped to smoke.

Q.No.3(d). Punctuate the following sentences. (04)

I have not met anyone as intelligent as the students present here the most surprising fact about them is their extraordinary grasp of their subject and their ability approach it in novel ways what a blessing for the teacher.

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**KARACHI UNIVERSITY BUSINESS SCHOOL
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FINAL EXAMINATION, JUNE-2007 : AFFILIATED COLLEGES
BUSINESS ENGLISH : BA (P) - 301

BBA - I

Date : June 13, 2007
Max. Marks : 60

Time : 3 Hours

Q.No.1. Read the text below and answer the following questions.

Have confidence in finding your own best methods of studying and trust that these work for you,' says Stella Cottrell, author of the UK's best selling student text "The Study Skills Handbook".

For over 20 years Cottrell has worked in higher education, helping students find ways to study and perform to the best of their abilities using a variety of study techniques. 'I first became involved in identifying study techniques while working at the University of East London. A lot of the students were returning to study after a period of time away and so the need for effective study skills was really important, explains Cottrell.

Starting with a series of worksheets Cottrell worked with students to develop a package of strategies designed to help them achieve success and gain confidence in their studies 'Having had a career in both lecturing and education support'. I have come to the conclusion that success in exams or studying isn't just about whether you are clever or not, but about the strategies you adopt in your study, how confident you feel about studying, and about being prepared. 'If you find the right method of study or you, then you have got a relatively good chance of succeeding'.

Now in its second edition, The Study Skills Handbook was first published in 1999. The book focuses on seven different approaches to learning.

- Learning can be an adventure
- Using many senses
- Identifying what attracts you
- Using active learning
- Taking responsibility for your own learning
- Trusting in your own intelligence
- Recognizing your own learning preferences

Putting these points into context, Cottrell believes that there is no one 'right' way of studying or learning. 'People are extraordinary individual', she says. 'Give yourself time to try out all the methods and take the advice, and you should be able to find the right combination of techniques that give you the most success'.

People approach study in different ways, explain Cottrell. Some very high achieving students have a lot of pressure put on them and also have very high expectations of themselves. These students can often do too much and undermine their success. Other students may have done very well at school but then use the same study strategies at a high level, which don't always work. 'It can be quite demoralizing to realize'. 'This has always worked, why isn't it working now'. Those students who haven't studied for some time or perhaps didn't do so well in the past, often can be quite open to trying new techniques', says Cottrell commonly sees the most rapid improvement. 'They aren't caught up in bad habits', she says. 'They get bigger returns on their studying more quickly so they can see the point of looking at how they learn and then applying study strategies.

'It is important to remember to be very individual in your approach to learning', says Cottrell. 'Listen to other people from a 'how can I learn from this' perspective, but don't be psyched out by how much or how little other people are working. Students can feel pressure to use the methods adopted by students who do well, even though a different method may be better suited to their own way of working.

Cottrell has observed that in general the students who are most successful are those who don't underestimate the amount of time they need. For example she says, students who know they don't have huge amount of available a study time need to plan ahead quite carefully – when they are in the car, at the bus stop, on the train – what they are going to do when they study. When they sit down they are already into the work. 'This is particularly important for working students, says Cottrell.

Answer the following questions in your own words.

1. What is the theme of this article? (01)
2. How can we get success in exams according to the author? (01)
3. What is Stella's 'The Study Skills Handbook' about? (01)
4. How can we find the right combination of techniques? (02)
5. How do people approach study? (02)
6. Which students show the most rapid improvement? (01)
7. Who are the most successful students for Stella? (02)
8. How can you define the most successful student? (02)

Q.No.2. Write out the following paragraph selecting the more suitable word or phrase of the two given in brackets. (06)

But it is of no (use / importance) to (read / peruse) much (except / unless) you are (uniform / regular) in your reading. If it be interrupted for any (great / considerable) time, it can be attended with proper (advantage / improvement). There are some who study for one day with (excessive / intense) (application / diligence) and (repose / rest) themselves for ten days. But (wisdom / intelligence) is a coquetry and must be (wooed / courted) with (untiring / unbating) (perseverance / assiduity).

Q.No.3. Choose fill in the blanks with correct preposition. (05)

1. As Ms. Wendall suggested divide all these orders _____ the four clerks.
2. Some said he would meet us _____ the hour.
3. Of course, we must abide _____ the decision of the board of directors.
4. Let's place this item opposite _____ my cabinets.
5. Was Bill _____ his desk when the fire inspector was here?
6. He is fed up _____ the job.
7. I agreed _____ him that it was a bad proposal.
8. We want to dispose _____ these old files.
9. She is innocent _____ the crime.
10. They feel sorry _____ you.

Q.4. Change the voice of the following sentences. (05)

1. He has written two beautiful poems in three months.
2. They are writing the reports.
3. They will send the books by air.
4. Pay the bill today.
5. People always admire such pictures.
6. Lightning struck the old oak.
7. The car was driven by the manager..
8. Five days were spent by the President to take the decision.
9. The presentation is being given by the Marketing Manager.
10. The shield has been presented by the CFC.

Q.No.5. Choose the correct conjunction in the following sentences (05)

1. We no longer offer quantity discounts (and , but) we do grant a 2 percent discount for payments received within 10 days of delivery.
2. In a recent issue of our company newsletter I read (that , where) Mrs. Driks will soon retire.
3. If it looks (like , as though) it might rain, we will cancel our game after work this evening.
4. (Being , Because) Ms. Syms was in town, we did not mail the contract to her.
5. I accomplished a lot today, (for , since) the office was nearly empty.

Q.No.6. Use suitable forms of the given verbs. (05)

Next month I have a week's vacation. I (plan) _____ to take a trip. First, I (go) _____ to Madison Wisconsin, to visit my brother. After I (leave) _____ Madison, I (go) _____ to Chicago to see a friend why (study) _____ at a university there. She (live) _____ in Chicago for three years, so she (know) _____ her way around the city. She _____ (promise) to take me to many interesting places. I (be , never) _____ in Chicago, so I (look) _____ forward to going there.

Q.No.7. Fill in the blanks with the given phrasal verbs. (05)

describe to	suffer from	laugh at
writing to	apply for	spend on
regard as		

1. Do you _____ headache.
2. No one _____ the silly jokes.
3. Have you _____ the job?
4. I am _____ my sister.
5. The woman _____ her attacker _____ the police.
6. We don't _____ much money _____ food.
7. Most people _____ Picasso _____ a great artist.

Q.No.8. You are Secretary of your College Career Club. Mr. Shahid Mumtaz a partner in a local advertising agency, has accepted an invitation to speak to your club about job opportunities in the advertising field. He is a knowledgeable and effective speaker and has a genuine interest in informing others about this field.

Prepare a memo that will be posted in each classroom announcing Mr. Shahid's Speech, "Advertising - A Field We All Need", The program is scheduled for 3:45 p.m. on July 5 in Room 119.

OR

Answer the following letter of inquiry use this letter as an opportunity to persuade the reader to purchase and install your Carson live oak kitchen cabinets. Address the letter to Mr. Edward young 3129 Miller Road, Flint, Michigan 48507.

Gentlemen!

Please send me a copy of your pamphlet Modern Kitchenry, which was advertised in Decorator's World magazine. I am interested in replacing my present kitchen cabinets with Carson live oak cabinets.

While I am also thinking of having my kitchen floor recovered. Do you have any suggestions for colors that would blend with live oak?

(07)

Q.No.9. Write an essay of 250 to 300 words on any one of the following topics. (10)

- i) Importance of English in Business Communication
- ii) Appearances Sometimes Deceive You
- iii) Role of media in today's world
- iv) Always do your best or don't do it at all

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI**

FINAL EXAMINATION : AFFILIATED COLLEGES 2006

**Business English : BA (P) - 301
BBA-I**

Total Marks: 60

Time Allowed: 3 Hrs.

Q1 Read the text below and do the exercise that follows it.

Most of us are quick to doubt the integrity and honesty of people involved in certain professions. We find it easy to mistrust politicians and are wary of people involved in car sales, insurance, real estate and the advertising industry. There's even a shadow of suspicion cast over the legal profession thanks to the fraudulent activities of just a few solicitors.

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To be brutally honest, most of us are guilty of mistrusting others from time to time, aren't we? It's easy to draw quick conclusions and, rightly or wrongly, point the finger of suspicion based on someone's occupation. No doubt it pays to be cautious and perhaps, by doubting others, it is a way of boosting our own self-esteem. Indeed, it is also an effective way of deflecting doubts about our own levels of honesty?

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So, who can we trust? Well, despite what I just said, most people are basically honest. However, there are degrees of honesty...and, I'm not convinced that anyone can claim to be 100% honest. Maybe you are the exception? But, before you claim that high ground, think about the following scenarios:

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Let's assume, for example, the ticket collector on a train fails to collect your \$3 fare. What would most people do? What would you do? Would you rush up to the office and pay the money for your uncollected fare? Or, would you just consider yourself to be lucky? Would you justify not paying the \$3 fare by convincing yourself that others didn't pay... so why should you? Perhaps you didn't pay because it was only \$3, or the office was nowhere nearby, or because the train company can afford it, or because the train was late getting you to work three days last week (they don't deserve your \$3 fare). But, these are all excuses aren't they? The point remains, you didn't pay the \$3 fare.

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And, what if you spot \$10 on the floor in a shopping mall. Do you ask the man next to the money if it belongs to him? Don't be stupid! He'll say "yes" even if it isn't his...won't he? Would you hand the \$10 in at a nearby shop and risk having a shop assistant pocket it? Maybe the easiest solution is to say "finders keepers" and pocket the money yourself? What if it was \$100, or maybe a bag containing \$10,000? I guess we would all act differently depending on the circumstances and our degree of honesty... and, perhaps whether or not we thought we could get away with it. Am I right?

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Then there is the subject of taxation. If someone were to pay you \$50 in cash for a job, would you declare it as taxable income? Would you consider it to be a perk? Perhaps you might justify not declaring it, by convincing yourself that you already pay too much tax? Tempting, isn't it? Yet, deep down we all know that by not declaring taxable income, we are defrauding the government and fellow taxpayers.

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Now, don't get me wrong. I'm not trying to pretend I'm "Mr Perfect." Accepting 'cash jobs' is something most people do at one time or another. But, it doesn't make it right. We are all guilty on occasions of pointing the finger at others. Yet, maybe we are not as "squeaky clean" as we might like to think we are. We get away with it, because society seems to condone certain levels of dishonesty.

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What happened to the old-fashioned values our grandparents lived by? They were taught there were no degrees of honesty... you were either honest or you were dishonest. Maybe those days were a bit extreme, but has society now become too tolerant?

As Benjamin Franklin once said "Honesty is the best policy." He was right! Honesty builds trust which, when you think about it, is the foundation of all

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relationships. Trouble is honesty can be a hard master, because without moral discipline we are slaves to temptation. But frankly, nobody forces us to do the wrong thing. We make our own decisions and we make our own judgments of others, knowing what we are likely to expect and accept.

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Despite what we like to think, certain levels of dishonesty are acceptable. It is just a case of knowing what society is likely to expect or tolerate as being acceptable. It's true that some people have the attitude of, "if you can get away with it - why not?", whilst others live by higher self-imposed standards.

('Is The Whole World Dishonest - You And Me Included?' by Noel Peebles)

- A. Choose the best answer. (10)
- I. According to the author, we suspect lawyers' honesty because of
- our general attitude toward other professions.
 - some lawyers have been engaged in deceitful activities.
 - most lawyers are liars.
- II. It in line 9 refers to
- self esteem.
 - occupation.
 - mistrusting others.
- III. We mistrust others for the following reasons except one:
- It is good to be careful about others.
 - It brings a financial advantage.
 - It helps boost one's self esteem.
- IV. One of the following is true according to paragraph 3.
- Not everyone is honest, so be careful.
 - All of us are in some way dishonest.
 - All of us are honest but degree of honesty varies from person to person.
- V. In paragraph 4, the word 'pocket' has been used twice as a
- verb
 - adjective
 - noun
- VI. According to the author, upon finding a \$10 bill or a briefcase containing a million dollars,
- most people would like to return the money to its owner.
 - most people would keep the money if they could get away with it.
 - most people would inform the police about it.
- VII. **Perk** in line 37 means
- allowance
 - bonus
 - disadvantage
- VIII. **Cash jobs** (line 42) are the jobs which one does for
- a bonus from one's employer.
 - a service in return.
 - bribe money.
- IX. According to paragraph 7, all of us are dishonest in one way or the other because
- society tends to overlook such things.
 - we are now more tolerant towards dishonesty.
 - we know we will not be caught.
- X. The author concludes by saying,
- there is no harm in being a little dishonest sometimes as long as the society accepts it.
 - everyone must try to follow the precept 'honesty is the best policy'.
 - if one can get away with a little dishonesty why not.
- B. Summarize the main idea of this article in 60 to 80 words. (05)

Q2

A. Complete the advertisement for a supermarket using these prepositions: (06)

between, for, in, of, with

Why not shop at Greenway Supermarket? You'll find the cost of your weekly shopping is much lower. There's quite a contrast with other stores. Here's one example of this: from today many of our products have a price reduction (1) _____ five per cent! But this is not the only reason (2) _____ Greenway's success. We're proud of our good relationship (3) _____ our customers. We believe there is simply no substitute (4) _____ quality. And there is no lack (5) _____ choice at Greenway. That's the difference (6) _____ ordinary stores.

B. Complete the news article about Zedco. Put in these words: (08)

fallen behind, fell through, fight off, laying off, put forward, sort out, step down, taking over, taken on

Zedco Chief Executive Barry Douglas has put forward a new plan designed to (1) _____ the company's problems. It is only twelve months since Zedco tried to strengthen its position by (2) _____ Alpha Plastics. But the deal (3) _____, and Alpha managed to (4) _____ Zedco's attempts to take control. Since then Zedco has performed poorly and has (5) _____ in the race for market share. Managing Director James Ironside has had to (6) _____, and Barry Douglas has (7) _____ the task of rescuing the company. There are fears that the new plan will mean (8) _____ staff in order to reduce expenditure.

C. Complete the following sentences by choosing a conjunction from the following: **although, in spite of, but, in order to, so that** (05)

- i. I gave Nick a map _____ he would be able to find his way all right.
- ii. The government took these measures _____ reduce crimes.
- iii. Mark went on working _____ feeling unwell.
- iv. _____ it was sunny, it was quite a cold day.
- v. The café was crowded _____ we found a table.

D. Change the following sentences from active to passive voice: (05)

- i. They may ban the film.
- ii. They offered Nancy a pay increase.
- iii. We need to correct the mistakes.
- iv. They are testing the new drug.
- v. We haven't used the machine for ages.

E. Correct the mistakes in the following sentences. (04)

- i. If I was you, I would help her.
- ii. She is late from college for twenty minutes.
- iii. She like to wear black glasses.
- iv. Tears streamed from her cheeks.

Q3

(07)

As the accounts officer of *Sawera Stationery*, write a letter to the Head of *Brilliant Montessori* for the recovery of an outstanding bill. You can make use of the following information:

- Outstanding balance of Rs. 12,450
- Date of the last invoice sent: November 18, 2006
- The amount must be paid in full by January 18, 2007, or a 5% interest will be charged on any outstanding payment after the given date.

OR

As the manager *Heaven Confectioners and Bakers*, write a memo to all staff for arranging the Eid Milan Party. You may include the following points:

- Eid is the busiest season so the party will be held sometime after the season is over. Suggest a tentative date for the party.
- Mr. Akbar is in charge of the arrangements.
- Anyone interested in volunteering to work for the arrangements may contact Mr. Akbar

Q4 Write an essay of 250 to 300 words on any one of the following topics: (10)

- a) Our forefathers lived a happier life.
- b) Importance of marketing for a business
- c) How I can contribute to the development of my country
- d) Computers will replace books soon