

College Name: \_\_\_\_\_

Seat No: \_\_\_\_\_ Student's Name: \_\_\_\_\_

Copy No: \_\_\_\_\_

**KARACHI UNIVERSITY BUSINESS SCHOOL**  
**UNIVERSITY OF KARACHI**  
**FINAL EXAMINATION DECEMBER 2017; AFFILIATED COLLEGES**  
**BUSINESS ENGLISH- II; BA (H)-312**  
**BBA – II**

**Date: January 2, 2018**

**Max Time: 3 Hrs**

**Max Marks: 60**

**INSTRUCTIONS:**

1. **Attempt all questions. Do not write anything on the question paper.**
2. **Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

**Q.1- Write a paragraph considering the following statement. (15)**

'Social movements related to aspects of preserving the natural environment are very important for the survival of our future generation'.

**Q.2- Write an essay on one of the following topics. (15)**

- a) There is an increasing percentage of people living in urban areas as opposed to rural ones, mainly as a result of migration
- b) If you wish to make money and be successful your ethics and morals are always in jeopardy. Argue.

**Q.3- Identify the topic sentence in the following paragraph, also state its main idea.(15)**

Internet has emerged as the most appealing way for shopping after the first online shopping store was initiated in 1990s. The fastest and convenient online shopping with the rapidly growing power of computing has empowered the customers in different ways. Similarly, the effects of online shopping adventures have increased the opportunities for clothing industry to use new modern tool to increase the sale and make the most of the technology; with the growing online shopping of clothing, rapid changes has been observed in the industry. These changes are involved increased demand and sale of clothing. In addition, different factors and trends of online shopping are serving as the main cause of these changes. These trends and factors are affecting the traditional tools of marketing and advertising in the industry; moreover, online shopping has provided the customers with enhanced opportunity to shop their most preferred clothes and this trend has increased the competitive advantage in the industry. Due to number of advantages of arisen technology, clothing industry has observed many changes; different trends of selling and advertising are possible because of online facility of selling product.

**Q.4- Summarize the following passage. (15)**

Recently we and other researchers have begun a systematic study of happiness. During the past two decades, dozens of investigators throughout the world have asked several hundred thousand Representative sampled people to reflect on their happiness and satisfaction with life or what psychologists call "subjective well-being". In the US the National Opinion Research Center at the University of Chicago has surveyed a representative sample of roughly 1,500 people a year since 1957; the Institute for Social Research at the University of Michigan has carried out similar studies on a less regular basis, as has the Gallup Organization. Government-funded efforts have also probed the moods of European countries.

We have uncovered some surprising findings. People are happier than one might expect, and happiness does not appear to depend significantly on external circumstances. Although viewing life as a tragedy has a long and honorable history, the responses of random samples of people around the world about their happiness paints a much rosier picture. In the University of Chicago surveys, three in 10 Americans say they are very happy, for example. Only one in 10 chooses the most negative description "not too happy". The majority describe themselves as "pretty happy"

How can social scientists measure something as hard to pin down as happiness? Most researchers simply ask people to report their feelings of happiness or unhappiness and to assess how satisfying their lives are. Such self-reported well-being is moderately consistent over years of retesting. Furthermore, those who say they are happy and satisfied seem happy to their close friends and family members and to a psychologist-interviewer. Their daily mood ratings reveal more positive emotions, and they smile more than those who call themselves unhappy. Self-reported happiness also predicts other indicators of well-being. Compared with the depressed, happy people are less self-focused, less hostile and abusive, and less susceptible to disease.

**END OF EXAM PAPER**