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Total No. of Questions : 05

B. Arch. (2012 & Onwards)

B.Com / B.Tech (2011 & Onwards) (Sem.-1, 2)

COMMUNICATIVE ENGLISH

Subject Code : BTHU-101, BCOP-105/BTHU-101/BTHU-101

Paper ID : [A1103]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

- 1. All questions are compulsory.**

- 1. Read the following passage and answer the questions given at the end.**

Liberalisation in India, which began more than a decade ago, has been proceeding at a frantic pace. The implications for corporations in India are significant. This is true of all vertical industry segments across the board such as banking, financial services, airlines, transportation, telecom and manufacturing. One of the most far-reaching implications in this liberalised and hence globalised regime is the increasing widespread use of state-of-the-art information technology solutions. This is done to gain strategic and competitive advantage vis-à-vis the past. It is worthwhile to examine in some detail the position of enterprises manufacturing systems for the manufacturing industry. Up until recently, manufacturers in India have been a relatively sheltered lot, with the “licence raj” regime in the home market on the one hand and lack of global as well as multinational competition on the other. In the current context, however, this protection is being withdrawn in intermittent doses by the Union Government. Alarming though this may sound, this is both a problem and an opportunity for Indian manufacturers with an eye towards growth via the international market place. The problem is that suddenly they have to compete against the best in the world, albeit in the local market. The opportunity is that if they successfully do so, nothing can really stop them from repeating this success across the globe. It is apart that to achieve world class status, use of latest information technology will be a prerequisite. After all, having world class manufacturing processes, world class design processes and large local and export market at the same time is of no avail if the organisation cannot produce the right product at the right time and at the right cost. This would also enable them to

market their products world wide using the latest information technology solutions. Liberalisation then will cease to be a dreaded word.

- i. What is the impact of liberalisation in India? (2)
 - ii. According to the passage, for which of the following industry segments, the implications of liberalisation are significant? (2)
 - a) financial services
 - b) automobiles
 - c) airlines
 - d) transportation
 - iii. Why is it advisable for the Indian manufacturers to use latest information technology solutions? (2)
 - iv. What are the two most significant implications of liberalisation? (2)
 - v. What is both a problem and an opportunity for Indian manufacturers? Select the appropriate option(s) (2)
 - a) The "licence raj" regime in the home market and lack of global as well as multinational competition.
 - b) Withdrawal of "licence raj" regime in the home market and introduction of liberalisation and globalisation.
 - c) Use of latest information technology solutions.
 - d) Non-use of latest information technology solutions.
2. i. Use the following words in meaningful sentences. (5)
Comfort zone; disabled; migrate; dead end; obsolete
- ii. Complete the sentences as directed. (5)
- a. His college principal could not change his views on life (Correct and rewrite the sentence)
 - b. O'Neill said, "Some work in this area has been done before looking at the weather forecast", (rewrite in the indirect speech)
 - c. Industrial waste is a threat to the environment, (rewrite using 'environmental')
 - d. Harvard University is in USA. It is one of the best in the world, (rewrite as one sentence using 'which')
 - e. To give and accept bribe is unethical (rewrite using gerunds)

3. It is believed that quality of life in big cities is better as compared to that in the smaller ones. Compare the advantages of both and suggest which one of them is better. You may give examples in support of your view point. (10)
4. Your company has recently launched a new low cost laptop in the market. Assuming yourself to be the Sales Manager of the company, draft a sales letter to be sent to colleges/universities and other organisations to promote the sale of this product. (15)
5. The Dean, Community Welfare Division, wishes to know whether the BITS supermarket should stay open at night. For collecting the relevant data 300 customers were interviewed at random. The results of the survey are given below in the tabulated form :

Table showing % response to the question: 'Do you want the store to stay open at night?'

Age Group	Yes	No	Don't Know
10-15	43.5	38.0	18.5
16-21	64.2	29.0	6.5
22-30	54.5	44.0	1.5
31-45	37.5	47.5	15.0
46-60	18.4	70.0	11.6

Now, as Research Officer, write a Letter Report to be submitted to the Dean, CWD, to enable him to take necessary decision in this regard. Invent the necessary details. (15)