

# FOUNDATION COURSE

## PAPER 2: SECTION-B: BUSINESS CORRESPONDENCE AND REPORTING

**Max Marks:**

**Q1` - Read the passage carefully and answer the questions that follow:**

Born out of the forces of globalisation, India's IT sector is undertaking some globalisation of its own. In search of new sources of rapid growth, the country's outsourcing giants are aggressively expanding beyond their usual stomping grounds into the developing world; setting up programming centres, chasing new clients and hiring local talent. Through geographic diversification, Indian companies hope to regain some momentum after the recession. This shift is being driven by a global economy in which the US is no longer the undisputed engine of growth. India's IT powers rose to prominence largely on the decisions made by American executives, who were quick to capitalize on the cost savings to be gained by outsourcing noncore operations, such as systems programming and call centres, to specialists overseas.

Revenues in India's IT sector surged from \$4 billion in 1998 to \$59 billion last fiscal, But with the recession NASSCOM forecasts that the growth rate of India's exports of IT and other business services to the US and Europe will drop to at most 7% in the current fiscal year, down from 16% last Year and 29% in 2007 -08. Factors other than the crisis are driving India's IT firms into the emerging world. Although the US still accounts for 60% of the export revenue of India's IT sector, emerging markets are growing faster. Tapping these more dynamic economies won't be easy, however. The goal of Indian IT firms for the past 30 years has been to woo clients outside India and transfer as much of the actual work as possible back home, where lower wages for highly skilled programmers allowed them to offer significant cost savings. With costs in other emerging economies equally low, Indian firms can't compete on price alone.

To adapt, Indian companies which are relatively unknown in these emerging nations are establishing major local operations around the world, in the process hiring thousands of locals. Cultural conflicts arise at times while training new recruits. In addition, IT firms also have to work extra hard to woo business from emerging-market companies still unaccustomed to the concept of outsourcing. If successful, the future of India's outsourcing sector could prove as bright as its past.

**1. What is the author trying to convey through the phrase "India's IT sector is undertaking some globalization of its own"?**

- a) India has usurped America's position as the leader in IT.
- b) The Indian IT sector is competing with other emerging nations for American business.
- c) The Indian IT sector is considering outsourcing to developing economies.
- d) Indian IT companies are no longer able to offer comprehensive cost-effective solutions to the US.
- e) Indian IT firms are engaging in expanding their presence internationally.

**2. Which of the following factors made the services offered by the Indian IT attractive to the US?**

- a) Indian IT companies had expertise in rare core operations.
- b) US lacked the necessary infrastructure and personnel to handle mass call centre operations.
- c) Inability of other equally cost-efficient developing countries to comply with their strict policies.
- a) None
- b) Only (A)
- c) Only (A) & (B)
- d) Only (B)
- e) Only (B) & (C)

**3. What do the NASSCOM statistics about Indian IT exports indicate?**

- 1. Drop in demand for IT services by Europe and the US
- 2. Indian IT firms charge exorbitantly for their services.
- 3. India has lost out to other emerging IT hubs.
- 4. The Indian IT sector should undergo restructuring.
- 5. None of these

**4. According to the passage, which of the following is NOT a difficulty that Indian IT firms will face in emerging markets?**

- 1. Mindset resistant to outsourcing
- 2. Local IT services are equally cost-effective
- 3. The US is their preferred outsourcing destination.
- 4. Conflicts arising during the training of local talent
- 5. Unfamiliarity of these markets with India's capability in IT

**5. Which of the following words is most opposite in meaning to the word 'UNDISPUTED' as used in the passage?**

1. challenging
2. doubtful
3. deprived
4. emphasized
5. comprehend

**(b) read the passage**

- (i) Make notes, using headings, sub headings, and abbreviations whenever necessary. **(3 marks)**
- (ii) Write summary **(2 marks)**

In a very short period of time the internet has had a profound impact on the way we live. Since the internet was made operational in 1983, it has lowered both the costs of communication and a barrier to creative expression. It has changed old business models and enable new ones. It has provided access to information on a scale never before achievable. It succeeded because we have designed it to be flexible and open. These two features have allowed it to accommodate innovation without massive changes to its infrastructure. An open, border less and stand rise platform means that barriers to entry are low competition is high, interoperability is assured and innovation is rapid.

The beauty of an open platform is that there are no gate keepers. For century access to and creation of information was controlled by the few. The internet has changed that and is rapidly becoming the platform for everyone, by everyone.

Of course it still has a way to go. Today there are only about 2.3 billion internet users, representing roughly 30% of the world's population. Much of the information that they can access online is in English, but this is changing rapidly.

The technological progress of the internet has also set social change in motion. As with other enabling inventions before it, from the telegraph to television, some will worry about the effects of broader access to information – the printing press and the rise and literacy that it effected were, after all, long seen as destabilising. Similar concerns about the internet are occasionally raised, but if we take a long view, I am confident that its benefits far outweigh the discomforts of learning to integrate it into our lives. The internet and the world wide web are what they are because literally millions of people have made it so .It is a grand collaboration.

It would be foolish not to acknowledge that the openness of internet has had the price. Security is an increasingly important issue and cannot be ignored. If there is an area of vital research and

development for the internet, this is one of them,. I am increasingly confident, however, that techniques and practices exists to make the internet safer and more secure while retaining its essentiality open quality.

After working on the internet and its processors for over four decades. I am more optimistic about its promise than I have ever been. We are all free to innovate on the net every day. The internet is the tool of the people, built by the people and it must stay that way.

## Question 2

**(a) What is communication?**

**(1 mark)**

**(b) i. choose the word which best expresses the meaning of the given word.**

abhor

- |            |           |
|------------|-----------|
| 1. rusty   | 2. liking |
| 3. To hate | 4. Excite |

**(1 mark)**

**ii. select a suitable antonym for the word given in question.**

Incite

- |               |             |
|---------------|-------------|
| 1. persuade   | 2. talented |
| 3. discourage | 4. Prevent  |

**(1 mark)**

**iii. change the following sentence to indirect speech :**

She said to me, "How have you done this sum?"

**(1 mark)**

**(c) Write a precis and give appropriate title to the passage given below:**

A dual transition—to a consolidated democracy and an advanced market economy—represents the main challenge that the Korean political and economic system currently confronts. During the two decades since it became a democracy, South Korea has faced lingering problems, such as poor governance, high-level corruption, lack of leadership, political conflict, social polarization, volatile public opinion, and lack of consensus on major issues.

At the same time, profound leadership changes have fundamentally changed the South Korean political landscape. The new leadership has attempted to dismantle social, economic, and political structures that were formed during the Cold War and to establish a more democratic and diplomatically independent society. Such an approach has resulted in further social and political conflict, trials and errors in policy, civic distrust, and a lingering leadership crisis.

Although Korean democracy is successfully consolidated, it is far from effective. There are profound generational cleavages over various national issues, including economic and social policies, policies toward North Korea and national defense, and attitudes towards the United States and China. Under

these circumstances, political institutions have been pushed aside, and civic organizations are dominant.

**(5 Marks)**

**Question 3**

**(a) State the types of communication channels used by humans. Explain each in a couple of sentences? (2 Marks)**

**(b) Choose the word which best expresses the meaning of the given word:**

**(i) myriad**

- (1) dramatic
- (2) confusion
- (3) many
- (4) a disease

**(1 Mark)**

**(ii) disparage**

- (1) Eulogize
- (2) Belittle
- (3) Alert
- (4) Defame

**(1 Mark)**

**(iii) Change the following sentence into indirect speech:**

Sania asked, 'Are you coming with them?'

**(1 Mark)**

**(c) Write circular addressing to the employees regarding office timings.**

**(5 Marks)**

**Question 4**

**(a) (i) what are the advantages of oral communication?**

**(2 Marks)**

**OR**

**(ii) write the parts of network of communication?**

**(2 Marks)**

**(b) (i) Complete the expression by supplying a suitable preposition Choose your answer from the options given in brackets.**

How long will you be away?' .....Monday (till/until)

**(1 Mark)**

**(ii) Rewrite the following sentence in Passive Voice**

Respect elders in the family

**(1 Mark)**

**(iii) Rewrite the following sentence in Active Voice.**

Let the culprits be brought in.

**(1 Mark)**

**(c) 1) Draft a cover letter in reply to the below advt., published in The Hindustan Times, dated 13/2/18. (5 Marks)**

Applications are invited for the post of an Accountant in a private firm, Agro power Ltd, New Delhi. The applicant must have an experience of about four years in a similar role with good knowledge of Tally. Salary offered will be competitive with the industry. Please send your detailed CV's with a cover letter to the following address:

Agro Power Ltd,  
Sukhdev Vihar  
New Delhi 110025

For any queries, drop a mail to [hr@agropower.com](mailto:hr@agropower.com)

**Question 5**

**(a) what are the advantages and disadvantages of written communication?? (2 Marks)**

(b) Select the correct meaning of idioms / phrases given below:

(i) To rule the roost

(1) To dominate

(2) To be unsure

(3) To be lazy

(4) To like eating chicken

**(1 Mark)**

(ii) A far cry

(1) To break silence

(2) Shout loudly

(3) Very different

(4) Disappoint

**(1 Mark)**

(iii) Rewrite the following sentences in the active voice:

You are advised to do your work on time.

**(1 Mark)**

(c) Prepare a detailed resume in the functional format for a candidate applying for the post of a sales manager in an FMCG company. Include past experiences, with emphasis on the sales background.

Other inputs: Name: Manish Reddy

Experience: over 10 years, (divide it into two jobs)

Current designation: Senior Sales Executive

**(5 Mark)**