

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS OF PAKISTAN



Spring (August) 2012 Examinations

Thursday, the 6th September 2012

BUSINESS ENGLISH – (S-104)

STAGE- 1

Time Allowed – 2 Hours 45 Minutes

Maximum Marks – 55

Roll No.:

- (i) Attempt ALL questions.
- (ii) Answers must be neat, relevant and brief.
- (iii) In marking the question paper, the examiners take into account clarity of exposition, logic of arguments, presentation and language.
- (iv) Read the instructions printed inside the top cover of answer script CAREFULLY before attempting the paper.
- (v) DO NOT write your Name, Reg. No. or Roll No. anywhere inside the answer script.
- (vi) There will also be a presentation of 25 marks on one of the given topics.
- (vii) Question No.1 – “Multiple Choice Question” printed separately, is an integral part of this question paper.
- (viii) **Question Paper must be returned to the invigilator before leaving the examination hall.**

MARKS

SECTION – “A”

Q.2 (a) Complete each sentence with could, was/were able to, or couldn't. 02

- (i) She had hurt her leg, so she _____ walk very well.
- (ii) He wasn't at home when I called, but I _____ contact him at his office.
- (iii) They didn't have any chocolates in the first store I went to, but I _____ get some in the next store.
- (iv) The girl fell into the ditch, but fortunately we _____ rescue her.

(b) Write the correct preposition and put the verb into the correct form. Use the verb given at the end of each sentence in parentheses. 03

- (i) After a long time we eventually succeeded _____ an apartment. (find)
- (ii) His parents didn't approve _____ his _____ out so late. (stay)
- (iii) The arrested man was suspected _____ into a house. (break)
- (iv) Have you ever thought _____ married? (get)
- (v) The cold water didn't stop her _____ for a swim. (go)
- (vi) She apologized _____ so rude to me. (be)

Q.3 (a) Select the word pair out of the four alternatives A, B, C, and D given which can fill the blanks well in the same sequence. 04

(i) The Punjab Government employees _____ threatened to launch an indefinite strike from next month to _____ their demands.

- (a) have, press
- (b) did, get
- (c) were, meet
- (d) nearly, fulfil

(ii) Your _____ will _____ all the benefits you derived from your hard work.

- (a) patience, delete
- (b) possessiveness, enhance
- (c) carelessness, nullify
- (d) apathy, increase

PTO

- (iii) There are _____ instances to prove that the leader _____ courteously with everyone.
 (a) several, behaves (b) treats, works
 (c) various, demands (d) absolute, helps
- (iv) Leaders interested in achieving _____ performance need an _____ of the relationship between work-related stress and their performance.
 (a) durable, understanding (b) holistic, utility
 (c) powerful, analysis (d) effective, application
- (v) Some people have a _____ need to control all aspects of their lives and to eliminate all _____ of change. These individuals seldom achieve a sense of fulfilment.
 (a) habitual, possessions (b) power, nuances
 (c) compulsive, elements (d) drastic, hindrances
- (vi) Transforming _____ bureaucracies into dynamic, customer-driven organisations is _____ under any circumstances.
 (a) ideal, essential (b) lazy, undesirable
 (c) inefficient, challenging (d) civilised, ineffective
- (vii) Being an incorrigible _____, he will never tell the _____.
 (a) liar, truth (b) idiot, story
 (c) criminal, message (d) person, reason
- (viii) The speech _____ with subtle threats has resulted in _____ tension in the sensitive areas of the city.
 (a) full, escalating (b) started, reduced
 (c) followed, continuous (d) replete, increased

Q.3 (b) Following are nouns with their various genders. Write the opposite genders of the following: 03

- (i) Author
- (ii) Count
- (iii) Emperor
- (iv) Bachelor
- (v) Duke
- (vi) Fiancé

Q.4 (a) Give the correct meaning of the following idiomatic expressions and then use them in your own composed sentences: 05

- (i) A snake in the grass
- (ii) A different game
- (iii) Carry the day
- (iv) Put heads together
- (v) Tie the knot

- (b) Write the special group names used for both animate (living) and inanimate (non-living) things:

03

- (i) An _____ of soldiers.
 (ii) A _____ of sailors.
 (iii) A _____ of birds.
 (iv) A _____ of cattle.
 (v) A _____ of trees.
 (vi) A _____ of beads.

SECTION – “B”

- Q.5 Read the following passage and answer the questions given below:

Naked Science

Look up in the sky. It's a bird. It's a plane. No, it's lightning. Truly faster than a speeding bullet and hotter than the surface of the sun, lightning strikes the earth more than eight million times per day. Even though it has been studied over and over, the phenomenon of lightning is still very mysterious. This month on National Geographic Channel, lightning strike travels to a city deep in the heart of Australia that is home to violent storms. The cameras go into a cloud showing viewers the forces that actually **trigger** a bolt of lightning. Also on this episode, new research reveals that lightning is one of the strangest and most destructive forces in the world.

Lightning strike is only one of the brilliant shows in the Naked Science series that includes input from some of the best minds of our time. Naked Science does not ignore the human side of science. By delving into the personal experiences of everyday people, the science discussed feels more real.

The world's earliest superpower, the Roman empire, felt it was of great importance to improve the quality of life for its citizens. Much of the technology in use today got its start more than 1,500 years ago. The Romans invented plastic surgery, varicose vein removal, sports arenas, and high-rise apartments. Roman technology shows the construction of the Coliseum and Pantheon, as well as discovers what made the Roman empire so great.

Humans have been to the top of mount Everest and walked on the moon, but they have never even come close to visiting the deepest parts of the ocean. This highly **volatile** area features hurricanes, volcanoes, and some of the longest living animals on the planet. In The Deep, Naked Science explores some of these extraordinary landscapes that litter the ocean floor. From the skies to the seas and all the places in between, Naked Science has got it covered.

Questions:

1. Which of the following is a false statement about lightning?

01

- (a) It strikes more than eight million victims each year.
 (b) It is still considered a mystery by those that study it.
 (c) It is hotter than the surface of the sun.
 (d) It is triggered by natural forces.

2. This article is likely taken from _____.

01

- (a) a biology book
 (b) a movie review article
 (c) a science book
 (d) an English teacher's guide

PTO

3. Naked science makes science real by _____.
- dissecting humans on camera
 - showing how science affects real people
 - talking only to specialists
 - looking at how people are made
4. According to the article, what hasn't man accomplished?
- Exploration of the moon.
 - Ascending to the top of high mountains.
 - Studying different weather patterns.
 - Fully exploring the depths of the ocean.
5. Give meanings of the following words used in above paragraph.
- trigger**
 - volatile**
- Q.6 (a)** Your best friend Akmal is unfortunately allured by the conception that women have their domestic duties to perform, and that, if they were educated, they would bury themselves in their books and have little time for attending to the management of their households. He therefore wants to stop his daughter from pursuing further education.
- Required:**
Being concerned with his prophecy, you are required to write a letter to him, explaining the benefits of women education. (the letter should not be more than 150 words)
- (b)** Assume yourself working as the Managing Director of M/S 'Allied Consultants', a leading engineering consulting firm of the country. It has come to your knowledge through media that Mr. Ali Ahmed has been appointed as 'Administrator' to the city. Write a letter of congratulation to him and wishing him a success for holding this top most position of the city and identify some key issues related to the city.
- Q.7** **Write an essay of about 250 words on anyone of the following topics.**
- The Challenges of New Generation
 - Qualities of a Good Citizen
 - Devaluation of Pakistani Currency
 - Transport Problems in Urban Areas
 - Importance of Solar Energy
- Q.8** You have been running a well reputed consultancy firm for years in the country. One of the world's leading fast food chains "Super Burger" is planning to open franchise in various cities of Pakistan. The top level management of "Super Burger" has hired the consultancy services of your firm.
- Required:**
- Prepare a presentation for marketing plan for the management of "Super Burger". (You may mention, but not necessarily the same, the following key points in your report along with imaginary details).
- Executive summary
 - Current marketing situation
 - Objectives
 - Threats and opportunities
 - Marketing strategy
 - Budgets
 - Controls

THE END