

No. of Printed Pages : 10

BEGE-104

BACHELOR'S DEGREE PROGRAMME

(BDP)

Term-End Examination

December, 2025

BEGE-104 : ENGLISH FOR BUSINESS

COMMUNICATION

Time : 3 Hours

Maximum Marks : 100

Note : Attempt *all* questions.

1. Read the passage given below and answer the questions that follow :

British anthropologist, Sir Edward Burnett Tylor defines culture as 'that complex whole which includes knowledge, belief, art, morals, law, custom or any other capabilities and habits acquired by man as a member of

society'. Certain characteristic manners and practices of a group of people, go to form the 'cultural pattern' of a society. Culture could be associated with a nation, town, village or a tribe. Man acquires culture or becomes cultured by being member of a society or a group.

Given the complexity introduced by differences of race, religion, language, customs and tradition, it is not easy to identify the elements of Indian culture. However, undeniably, it is the pre-eminence of Hinduism in India that gives to Indian culture its special characteristics. Sardar Panikkar identifies some outstanding features of Indian culture as—tradition of tolerance, sense of synthesis reflected in racial harmony, universal outlook as reflected in views such as 'the world is one family', philosophical outlook with belief in

the unity of creation and respect for the individual based on the philosophical equation of Atman and Brahman—the soul and the supreme soul.

Indian culture has survived because in every generation, the best among us have lived by certain fundamental values, like the values taught in the Bhagwad Gita. The day the best spirits cease to find self-fulfillment in living upto these values, Indian culture would no longer be a stream of vitality.

The first value which underlines our culture is the faith in the supremacy of the moral and spiritual order which the Vedic sages called Rit. Rit is the universal order, material, moral and spiritual which upholds life. Satya or truth is its personal aspect. Satya in the sense of absolute sincerity, unity of thought, word and deed, is not to be cultivated in a cave or in a place of

pilgrimage. It has to be lived in every action, in every relationship and on every occasion.

The other value is sanyam i.e. dedication or surrender of the ego to God. By living a dedicated life, the individual recaptures the values of his own generation and passes them on as a legacy to the next one.

The third great value is Samarpan i.e. consecration. Rigid asceticism is not consecration. In order to realise consecration, we must live a full life in which every act comes to be consecrated as an offering to God.

To live up to these values, desire, greed, malice and anger have to be transmuted into noble aspirations, religious tolerance and love of peace. Our education system needs to realise the necessity of imparting these values to the young mind so that India may safeguard its soul.

Questions :

- (i) How does an individual acquire culture ? 2
- (ii) Despite differences of various kinds what gives India its cultural identity ? 2
- (iii) What are the fundamental values underlying Indian culture ? 2
- (iv) How can India safeguard its soul ? 2
- (v) Which text embodies fundamental life values ? 2
- (vi) How is 'Sanyam' different from 'Samarpan' ? 2
- (vii) What does 'Satya' or truth mean in the passage ? 2
- (viii) What are the features of Indian culture according to Sardar Panikkar ? 2

- (ix) Which words in the passage have the same meaning as : 2
- strength, energy and liveliness
- in an unquestionable or obvious manner.
- (x) Give a suitable title to the passage. 2
2. What is a portfolio ? How is web version of your portfolio useful ? 15
3. Write about the different forms of interviews and the skills required to face them. 15
4. How is telephonic conversation different from face to face conversation ? What care should be taken to make telephonic conversation effective ? 15
5. What are the do's and don'ts a chairperson needs to observe while conducting a meeting successfully ? 15

6. (a) Fill in the blanks using the correct idioms : 5×1=5

think on your feet, on the fly, play it by the ear, lose sight of, read between the lines

- (i) Being able to is a definite advantage during question-answer sessions.
- (ii) One can't predict the audience questions, but has to just
- (iii) Attentive and knowledgeable students can
- (iv) A good presenter can cope with the unexpected without any obvious effort.
- (v) You must never the main focus of your presentation.

(b) Change the following into passive voice : 5×1=5

(i) Someone hit my car from the back.

(ii) Employers pay the manual workers weekly.

(iii) Countries store most nuclear waste underground.

(iv) In case of a vacancy, we first ask suitable in-house candidates to apply.

(v) They have cleared all the roads in this area due to VIP movement.

(c) Fill in the blanks with the correct participle form of the given verbs :

5×1=5

interest, fry, wound, break, haunt

(i) We took the youth to the hospital.

- (ii) Grandma told us an story.
- (iii) People in the village said that it was a house.
- (iv) potatoes are tasty to eat.
- (v) The boy sat on a chair by mistake.

(d) Match the clauses to form suitable sentences : 5×1=5

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| (i) If the traffic is bad | (1) if they work in a congenial surrounding. |
| (ii) If Mr. Gupta rings | (2) it gets there the following morning. |
| (iii) If we sign the contract today | (3) I may get home late. |

- (iv) People are more productive
- (4) ask him to leave his number.
- (v) If you send a letter by speed post
- (5) we can start production in a week's time.

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