



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – GENERAL ENGLISH

FOURTH SEMESTER – APRIL 2014

EL 4051 - ENGLISH FOR COMMERCE

Date : 28/03/2014
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

I. Answer any FOUR of the following in about 75-100 words each.

4x5=20

1. Explain collection letters.
2. What is communication? Draw and explain the communication process.
3. What are the essentials of a good report?
4. How does technology enhance business communication?
5. What are the barriers of effective communication?
6. Explain the difference between resume and biodata.

II. Answer ALL the following.

4x10=40

1. Write a letter placing orders for speedy delivery of cotton garments ahead of summer season to Cotton World, Tiruppur.
2. Draft a complaint letter to Peepul Mobiles & Tech Ltd., on the poor quality of products and services offered by them.
3. You come across an advertisement for a course in Enterprise Development. Write a MEMO to your HRD manager. Ask permission, state reason and provide details. Answer in about 50 words.
4. Draft a response to an enquiry letter from a customer who needs your advice on purchasing helmets in bulk quantities.

III. Prepare a questionnaire comprising of 10 questions for a survey to analyze the effectiveness of the training and development programme in XYZ Company.

Or

Prepare a questionnaire comprising of 10 questions for a survey to analyze the consumer buying behaviour with regard to two wheelers. 10

IV. Write a letter – form progress report giving your professor a quarterly update of your six-month internship with industry. 10

Marketing In-charge

Toyota Kirloskar Motor Pvt Ltd

Chennai

Experience: 0-2yrs

CTC: As per Industry Standards

Key Skills : Marketing, Sales, Presentation Skill, Communication, Management Skill, Convincing Skills, Influencing Skill

Qualification : School & Graduation > Any Graduate

Specialization : Corp Communications , Direct marketing

Job Function : Marketing / MR / Media Planning

Skill Required

Effective communication and presentation skill

Strong People management skill

Problem solving and decision making

Convincing skills

Confidence and Persuasiveness

Influencing skill

Good learning ability

Basic computer skill

Additional Skills

Creativity

Quick learning

Interested candidates may send in their resume to:

Toyota Kirloskar Motor Pvt Ltd

1/27, GST Road,

Chennai 600027

VI. Make a precis of the following passage on business ethics and make it readable by a high school student.

10

In its simplest sense, the field of business ethics represents the meeting point between ethics and business, where business decisions and their implementation are evaluated in terms of the “right” (moral) and “wrong” (immoral). However, ethical decision-making is far from being simple, as it involves much greater complexity and debate (Trevino & Brown, 2004) than other ethical fields, even complicated ones such as bioethics. The main reason for this confusion is not only the themes of business ethics, but the difficulty to recognize the relevance of ethics to the business decision in question. For example, corporate governance standards are closely related to ethics, but the weight of

the latter in the spectrum of this field (which also involves financial, legal and other issues) is not always clear, especially when ethical standards collide with other customs.

Thus, it is better to define business ethics through the types of responsibilities it does and does not deal with. That is, instead of suggesting “the best one way” of e.g. corporate governance, the business ethics school will emphasize the moral underpinnings of the matter and will support the decisions and actions only from those perspectives. Finally, ethics differ from law by the sense that not everything that is legal is also moral. For instance, although it is legal for a company to pollute to environment to some extent, many would argue that pollution is inherently immoral and hence unethical.

As mentioned earlier, issues of business ethics have a long history, and are thoroughly referred to in civilian and religious writings. Throughout the various forms of commerce, matters such as competition, accurate reporting and pricing (to name a few) are part of all major transcripts, including Aristotle, the Old Testament, the Koran and even appear in Buddhist writings. However, this interest in business ethics has grown significantly during the 20th century, reaching a peak today due to several main reasons:

First and foremost is the unique role of corporations in the modern society. This form of business, whose economic and social power may be immense and involves numerous stakeholders, motivated further thinking regarding the means in which possible negative influence of corporations can be restricted.

Second, a wave of corporate scandals, involving cases of fraud, negligence and immoral marketing methods has increased the attention to companies’ internal affairs, in particular their agents. This was due to the explosions of scandals such as Enron and WorldCom as well as a growing interest in corporate affairs in Hollywood, leading to blockbusters such as Wall Street, Quiz Show, The Insider and Jerry Maguire.

Third, a new wing of economic and legislative thinking in all fields of ethics (e.g. in medicine and environmental issues) has also transformed the line of thought towards businesses, from perceiving them as mechanisms for creating value to active members of the society with individual sets of responsibilities. (475 words)
