

**P P SAVANI UNIVERSITY**  
**Third Semester of BBA Examination**  
**November 2022**  
**CFLS1020 Global Communication**

26.11.2022, Saturday

Time: 09:00am To 10:30am

Maximum Marks: 45

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**Instructions:**

1. There are three sections.
  2. All sections are compulsory.
  3. Questions should be attempted in the same order.
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**Section 1 Writing [C02, C03, C05, C06, L02, L03, L04, L05]**

**Marks=13**

**Part 1 (Marks 6)**

A number of visitors who have recently visited your department, complained about the quality of the hotel accommodation your company booked for them. You have decided to write a memo to the Managing Director about this.

Write a memo to the Managing Director:

Write about:

- the types of complaints visitors made;
- why it is important to use a good hotel for company visitors;
- which hotel your company should use instead

and any other points which you think are important.

Write about **180-200** words.

**Part 2 (Marks 7)**

You are unhappy with your company's current website. You have decided to write a memo to your Managing Director about your ideas for setting up a new website.

Write a memo to the Managing Director.

Write about:

- the problems with the current website;
- the kind of information a new website should contain;
- who should be involved in setting it up

and any other points which you think are important.

Write about **180-200** words.

Part 1 Questions 1-6

- Read the following review of a book called *The Bosses Speak*.
- Answer questions on the next page.

### THE BOSSES SPEAK

John Stuart is an executive recruitment specialist who has turned to writing. The result is this book, based on interviews with twenty Chief Executives.

Each top manager – none of them famous names, surprisingly – is given a short chapter, and there is some introductory material and a conclusion. This means you can jump from one person to another, in any order, which is good for people who are too busy to read a book from cover to cover. For a management book it isn't expensive, although whether it's good value for money is doubtful.

Some of the twenty interviewees started their own businesses, while others joined a company and worked their way up. Some are fairly new in their position, and others have had years of experience, though, strangely, Stuart doesn't seem interested in these differences. The interviewees work in everything, from retailing to airlines to software, and it is this variety that forms the main theme of Stuart's book.

I have to say that Stuart's approach annoys me. He rarely stays at a distance from his interviewees, who are mostly presented in their own, positive words. If this were always the case, at least you would know where you were. But he seems to dislike certain interviewees. As a result, I don't know whether to accept any of his opinions.

It also means that the book gives no clear lessons. At the very least, I expected to learn what makes a successful Chief Executive. But these people seem to share two types of qualities. Some of them are very common, suggesting that *anyone* can be equally successful, which is definitely not the case. And the other qualities are ones which most successful bosses I've seen definitely do *not* have. So in the end I'm no wiser about what really goes on.

Perhaps I'm being unfair. As long as you don't think about whether you'd like them as friends, and pay no attention to most of the advice they give, the most readable parts are where the bosses describe their route to their present position.

Stuart seems to think that his book would be useful for people aiming for the top, and that it might even make a few want to start their own company; but, in fact, what they could learn here is very limited. Seen as light business reading for a doctor or teacher, though, this book would provide some good entertainment.



- For questions 1-6 choose the correct answer.
- Mark one letter (A, B or C) on your Answer Sheet.

- 1 The reviewer suggests that one advantage of the book is that
  - A it is better value than other management books.
  - B it does not need to be read right through.
  - C it is about well-known people.
- 2 The book concentrates on the fact that the twenty executives who are interviewed
  - A work in a number of different industries.
  - B started their companies.
  - C have worked for different lengths of time.
- 3 The reviewer cannot accept Stuart's opinions because Stuart
  - A makes unreasonable complaints about the interviewees.
  - B writes too positively about the interviewees.
  - C has different attitudes towards different interviewees.
- 4 Reading the book made the reviewer think that
  - A there are certain qualities which all Chief Executives need.
  - B it is difficult to discover how people really run a company.
  - C running a company is easier than many people think.
- 5 Which parts of the book did the reviewer most enjoy reading?
  - A how the interviewees became Chief Executives
  - B what sort of people the interviewees are
  - C the advice given by the interviewees
- 6 The reviewer recommends the book for people who
  - A intend to set up in business.
  - B want to become senior managers.
  - C are outside the field of business.

**Part 2 Q. 7-18**

- Read the article below about team-building.
- Choose the correct word from A, B or C on the next page to fill each gap.
- For each question, mark one letter (A, B or C) on your Answer Sheet.

### TEAM-BUILDING THROUGH ACTIVITIES

Nowadays, company bosses are increasingly trying to find unusual team-building events as part of their training programme. An activity park 7 ..... Fast-track has just opened to offer 8 ..... events. It specialises 9 ..... events to attract the corporate entertainment market, 10 ..... is growing all the time.

The park is situated just a few kilometres outside the city centre 11 ..... it provides events that 12 ..... entertain as well as train.

Clients can try outdoor attractions such as sailing or climbing, 13 ..... availability clearly depends entirely 14 ..... the weather. Activities of 15 ..... kind are perfect team-building exercises.

'I'd 16 ..... been to an activity park before,' explained James Black, a company manager. 'Before we came, I didn't think we 17 ..... enjoy ourselves so much and I didn't expect the huge difference that Fastrack's programme has 18 ..... to my team. Now we work better together than we did before.'

7    A    calling            B    calls            C    called

8    A    such                B    like             C    so

9    A    at                    B    for              C    in

10   A    who                 B    which            C    what

11   A    and                 B    but              C    or

12   A    ought               B    will             C    shall

13   A    because            B    although        C    since

14   A    on                  B    of                C    with

15   A    a                    B    these            C    this

16   A    still                B    ever             C    never

17   A    must                B    would            C    might

18   A    made                B    had              C    done



Section 3 Listening [C02, C03, L02, L03, C05, L05]  
Part 1 Questions 1-7

Marks=14

- Look at the notes below.
- Some information is missing.
- You will hear a manager telephoning Human Resources about vacancies in his department.
- For each question 1-7, fill in the missing information in the numbered space using a word, numbers or letters.

Customer Services Vacancies

Number of vacancies: 1 ..... telephone operators

Salary: 2 Max. £ .....

Total holiday (per annum): 3 ..... days

Job reference: 4 .....

Job start date: 5 ..... 2002

Line Manager: 6 Ms Sue .....

Tel number (for enquiries): 7 .....

Part 2 Question 8-14

- Look at the notes about a publisher's plans for promotion this autumn.
- Some information is missing.
- You will hear part of a talk by the company's Marketing Director.
- For each question 8-14 fill in the missing information in the numbered space using one or two words.

Autumn promotion plans

Main titles: pocket dictionary and 8 .....

Advertising space booked in: 9 ..... magazine

New colour for display stands: 10 .....

Free gifts include: 11 ..... and keyrings

Alison has made a deal with: 12 .....

For mailing to booksellers in September: 13 .....

Venue for dictionary launch party: 14 .....