



STAMFORD COLLEGE
SCHOOL OF BUSINESS, MARKETING AND ACCOUNTING

DIPLOMA IN BUSINESS ADMINISTRATION
(SEMESTER 1)

DBA 104: BASIC BUSINESS ENGLISH

Date : 24 July 2007

Time : 9.30am – 11.30am

Duration:2 hours

Instructions to Candidates

This paper consists of 11 questions. Candidates are required to answer ALL questions in Section A and B and ONE question each from Sections C and D.

Please ensure that this examination paper contains ELEVEN questions on SEVEN printed pages, before you start the examination.

Books, papers and other written materials are not allowed to be brought into the examination hall. A candidate who violates the examination rules of Stamford College or commits a malpractice will be disqualified from the examination.

Write your Examination Index Number on each page of your answer booklet.

Candidates are required to answer ALL questions in Sections A and B and ONE question each from Sections C and D.

SECTION A - GRAMMAR AND VOCABULARY

Answer all questions.

Question 1

Select an appropriate phrase from the box to complete each sentence below.

Please let us know	Thank you for	We'll need to
Can you confirm	I'm looking forward to	

1. _____ agreeing to consider our offer.
2. _____ the time and date of your arrival?
3. _____ if you require further information about the product.
4. _____ meet again to finalize the contract.
5. _____ meeting you at the Seminar on Saturday.

(5 marks)

Question 2

Complete the sentences below with the correct tense of the words in brackets

1. Further to our discussion this morning, your payment will be _____ at the end of the week. (deliver)
2. Please find _____ a copy of our brochure. (attach)
3. I've pleasure in _____ you that the exhibition is scheduled for next month. (advise)
4. We've considered the offer and decided that we should _____ it. (accept)
5. We are having problems _____ a suitable delivery date. (arrange)

(5 marks)

Question 3

Match each word in Column A with its correct definition in Column B.

Column A

1. to brief
2. item
3. minutes
4. agenda
5. participant
6. venue
7. circulate
8. slot
9. resume
10. contract

Column B

- a. to send information to some people
- b. the place where an event takes place
- c. to give someone information about work needed to be done
- d. details of an applicant
- e. a specified time during a meeting when a specific topic will be discussed
- f. one of the topics to be discussed at a meeting
- g. an official written record of what is discussed at a meeting
- h. an agreement between two parties
- i. someone who takes part in a meeting or conference
- j. a list of topics to be discussed at a meeting

(10 marks)

Question 4

Fill in the blanks with words given in the box which are similar in meaning to the words given in the brackets at the end of each sentence.

A. discount	B. meet	C. additional	D. dispatch	E. definite
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1. There is no _____ charge for this service. (extra)
2. Can you offer us a _____ for that item. (reduced price)
3. We will _____ your order tomorrow. (send)
4. Can you give us a _____ delivery date. (exact)
5. I'm afraid we cannot _____ the agreed schedule. (keep to)

(5 marks)

SECTION B – COMPREHENSION

Answer all questions.

Read the passage below and answer the Questions 5,6 and 7 that follow.

The Story of Photography

In 1826, a Frenchman named Niepce needed pictures for his business. But he was not a good artist. So he invented a very simple camera. He put it in a window of his house and took a picture of his yard. This was the first photograph.

The next important date in the history of photography was 1837. That year, Daguerre, another Frenchman, took a picture of his studio. He used a new kind of camera and a different process. In his pictures, you could see everything clearly, even the smallest details. This kind of photograph was called a daguerreotype.

Soon, other people began to use Daguerre's process. Travellers brought back daguerreotypes from all around the world. People used this new camera to photograph famous buildings, cities and mountains.

In about 1840, the process was improved. Then photographers could take pictures of moving objects. The process was not simple. The photographers had to carry lots of films and processing equipment. But this did not stop the photographers, especially those in the United States. After 1840, daguerreotype photographers were popular in most cities.

Matthew Brady was one well-known American photographer. He took many portraits of famous people. The portraits were unusual because they were lifelike and full of personality. Brady was also the first person to take pictures of a war. His 1862 Civil War pictures showed dead soldiers and ruined cities. They made the war seem more real and more terrible.

In the 1880s, new inventions began to change photography. Photographers could buy film ready-made in rolls. So they did not have to process the films themselves. They could bring them back to their studios and print them later. They did not have to carry lots of equipment. And finally, the invention of the small handheld camera made photography less expensive.

With the small camera, anyone could be a photographer. People began to use cameras just for fun. They took pictures of their families, friends, and favourite places. They called these pictures "snapshots".

Documentary photographs became popular in newspapers in the 1890s. Soon magazines and books also used them. These pictures showed true events and people. They were much more real than drawings.

Some people began to think of photography as a form of art. They thought that photography could do more than show pictures of the real world. It could also show ideas and feelings, like other art forms.

Question 5

Match the words in Column A with their meanings in Column B

Column A

Column B

- | | |
|-----------------|--|
| 1. studio | A. a way of doing something |
| 2. process | B. what makes people who they are |
| 3. details | C. completely destroyed, useless |
| 4. improve | D. to show how things really are |
| 5. portraits | E. without waiting, right away |
| 6. personality | F. a place for artists and photographers to work |
| 7. ruined | G. change films into photographs |
| 8. immediately | H. make better |
| 9. develop | I. small, important parts |
| 10. documentary | J. pictures of people |

(10 marks)

Question 6

Circle the alphabet (A,B,C or D) which provides the correct phrase to complete each of the following sentences.

1. The first photograph was taken with

- A. a small handheld camera.
- B. a daguerreotype.
- C. a very simple camera.
- D. a new film.

2. The story of photography.....

- A. began in the sixteenth century.
- B. began in France.
- C. began in the eighteenth century.
- D. began in the United States.

3. Matthew Brady was well known for
- A. inventing new photographs.
 - B. taking pictures of buildings, cities and mountains.
 - C. portraits and war pictures.
 - D. taking "snapshots".
4. The new inventions in photography made it possible for
- A. Brady to take pictures of the Civil War.
 - B. anyone to be a photographer.
 - C. only the rich people to take pictures.
 - D. people to use daguerreotypes.
5. Photography can also be an art form, because photographers can
- A. take photographs to show the real world.
 - B. make documentaries.
 - C. show ideas and feelings in photographs.
 - D. copy old pictures.

(10 marks)

Question 7

Answer the questions below in full sentences.

1. Why did Niepce invent the camera ?

2. What improvement was made to photography in 1840?

3. What did the first pictures of a war show?

4. What are “snapshots”?

5. What are pictures of true events and people called?

(15 marks)

SECTION C – LETTER-WRITING

Answer only ONE question.

Question 8

You are applying for a job after completing your studies. Write your full resume, giving all the relevant details required for your application.

Question 9

You come across an advertisement in a local newspaper about a vacancy for the position of Public Relations Officer in a company dealing with tourism. You are interested in the job. Write a letter of application for the job. Include details of your qualification, experiences and reasons why you really want the job.

(25 marks)

SECTION D – REPORT OR MEMO-WRITING

Answer any ONE question.

Question 10

You have just returned from a trip to Japan to visit some big and successful companies. Write a short report making some recommendations on how to improve your company based on what you saw on your trip there.

Question 11

You have just received a letter of complaint from a regular customer. The complaints were about late delivery of goods, damage of some goods delivered, goods delivered not as ordered and late response to enquiries. Write a memo calling all the Marketing and Transportation staff for a meeting. In your memo, you must list down the items that need to be discussed during the meeting.

(15 marks)

- END OF PAPER-