

**GSQ/M-21****1674****FUNCTIONAL ENGLISH**

Time Allowed : 3 Hours]

[Maximum Marks : 60

**Note :** Attempt all questions.

1. Attempt any **two** questions of the following :
  - (i) What do you mean by Business Performance? How the Company Performance Reports help in better planning for future?
  - (ii) What are the main features of a credible Business report? Explain.
  - (iii) Make a list of the components of a Formal report. Explain them in brief.
  - (iv) Differentiate between Information report and Analytical reports. Which type is most suitable for a company in the Corporate sector?  
2×7½=15
2. What are the guidelines for the Summarization of the main ideas of Business reports?  
7½
3. Explain the following Business terms : 7½  
Turnover, Unique Selling Proposition, Entrepreneur, Subsidy.
4. Write an essay on any **one** of the given Topics : 1×15=15
  - (i) Smart use of Smart Phone.
  - (ii) Reading as a Life long habit.
  - (iii) Impact of Online Shopping on our Life.
  - (iv) Your Favourite Business person.
  - (v) Leadership.
5. Make Precis of the following and suggest a suitable title : 15  
Who is a Leader? What are his or her attributes and responsibilities? Prosperity in a community, corporation, society or a nation comes from economic

progress, stability, peace and harmony. Progress is positive change. A leader is first and last a change agent. Progress is his agenda. His responsibility is to raise the aspirations of his people, to make them more confident, energetic, enthusiastic, hopeful and determined to seek a glorious future for the community and for themselves. Leaders obviously have to walk the untrodden path, the road less travelled and they have to take huge risks. Robert Kennedy summed up the leadership best when, borrowing the words of George Bernard Shaw, he said, 'Some men see things as they are and ask why ; I dream of things that never were and say why not? ' To me, this is perhaps the best summation of the leadership challenge. The challenge is to see what most people do not see, to accept what most people wonder about and are scared of, then say, 'I will take up this challenge because it is aspirational, honourable and the right thing to do'.

If we want our people to be enthusiastic about the future and make sacrifices, we have to create a climate where everybody is confident that nobody else in the team will short-change him. That, to me, is a value system. A value system is the protocol for behaviour of an individual in a group required to enhance the trust, confidence, energy, enthusiasm and hope of every other individual in the group.

Leadership is not about you. It is about how you can bring aspirations, confidence, joy, hope, enthusiasm and energy to your people.