

SUBJECT: (BFS AECC 3) BUSINESS COMMUNICATION

Timing: 2 Hours

Marks: 60

Instructions: 1. All Questions are compulsory.

2. Figures to the right indicate full marks.

3. Write each question on a fresh page.

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

Concussions are brain injuries that occur when a person receives a blow to the head, face, or neck. Although most people who suffer a concussion experience initial bout of dizziness, nausea, and drowsiness, these symptoms often disappear after a few days. The long-term effects of concussions, however, are less understood and far more severe. Recent studies suggest that people who suffer multiple concussions are at significant risk for developing chronic traumatic encephalopathy (CTE), a degenerative brain disorder that causes a variety of dangerous mental and emotional problems to arise weeks, months, or even years after the initial injury. These psychological problems can include depression, anxiety, memory loss, inability to concentrate, and aggression. In extreme cases, people suffering from CTE have even committed suicide or homicide. The majority of people who develop these issues are athletes who participate in popular high-impact sports, especially football. Although new sports regulations and improvements in helmet technology can help protect players, amateur leagues, the sports media, and fans all bear some of the responsibility for reducing the incidence of these devastating injuries.

Improvements in diagnostic technology have provided substantial evidence to link severe—and often fatal—psychological disorders to the head injuries that players receive while on the field. Recent autopsies performed on the brains of football players who have committed suicide have shown advanced cases of CTE in every single victim.

In response to the growing understanding of this danger, the National Football League (NFL) has revised its safety regulations. Players who have suffered a head injury on the field must undergo a “concussion sideline assessment”—a series of mental and physical fitness tests—before being allowed back in the game. In an effort to diminish the amount of head and neck injuries on the field, NFL officials began enforcing stricter penalty calls for helmet-to-helmet contact, leading with the head, and hitting a defenseless player. Furthermore, as of 2010, if a player’s helmet is accidentally wrenched from his head during play, the ball is immediately whistled dead. It is hoped that these new regulations, coupled with advances in helmet design, will reduce the number of concussions, and thus curb further cases of CTE.

Efforts by the NFL and other professional sports leagues are certainly laudable; we should commend every attempt to protect the mental and physical health of players. However, new regulations at the professional level cannot protect amateur players, especially young people. Fatal cases of CTE have been reported in victims as young as 21. Proper tackling form—using the arms and shoulders to aim for a player’s midsection—should be taught at an early age. Youth, high school, and college leagues should also adopt safety rules even more stringent than those of the NFL. Furthermore, young athletes should be educated about the serious dangers of head injuries at an early age.

Perhaps the most important factor in reducing the number of traumatic brain injuries, however, lies not with the players, the coaches, or the administrators, but with the media and fans. Sports media producers have become accustomed to showcasing the most aggressive tackles and the most intense plays.

NFL broadcasts often replay especially violent collisions while the commentators marvel at the players' physical prowess. Some sports highlights television programs even feature weekly countdowns of the "hardest hits." When the media exalts such dangerous behavior, professionals are rewarded for injuring each other on the field and amateurs become more likely to try to imitate their favorite NFL athletes. Announcers, commentators, television producers, and sportswriters should engage in a collective effort to cease glorifying brutal plays. In turn, fans should stop expecting their favorite players to put their lives on the line for the purposes of entertainment. Players must not be encouraged to trade their careers, their health, their happiness, and even their lives for the sake of a game.

Q1.1 Read the following MCQs and choose the best alternative as your answer: (1*5=5 Marks)

a. As used in paragraph 3, which is the best synonym for laudable?

- i. praiseworthy
- ii. ineffectual
- iii. memorable
- iv. audacious
- v. satisfactory

b. The author's tone in the final paragraph can best be described as

- i. remorseful
- ii. hopeless
- iii. perplexed
- iv. insistent
- v. arrogant

c. In describing the sports media, the author emphasizes its

- i. responsibility
- ii. entertainment value
- iii. senselessness
- iv. danger
- v. sensationalism

d. In the final paragraph, the author mentions "sports highlights television programs" as an example of how I. the media glorifies violence

II. amateurs learn to mimic professional athletes

III. professional athletes gain approval

- i. I only
- ii. II only
- iii. I and II only
- iv. II and III only
- v. I, II, and III

e.

According to the passage, which of the following factors contribute(s) to the incidence of CTE in amateur players?

- I. inconsistent application of safety regulations for all levels

- II. lack of education about the dangers of head injuries
- III. amateur players' desire to emulate professionals
- i. I only
- ii. II only
- iii. I and II only
- iv. II and III only
- v. I, II, and III

Q1.2. Summarize the passage in 100-150 words.

(10 Marks)

Q2. Attempt the question given below.

(15 Marks)

- a. Draft a notice with an agenda and the minutes of the meeting for Special General Body Meeting with regards to the launch of a new cosmetic product by your company.(Note : The agenda should include the information about the launch to the members, promotion and marketing strategies, Branding ,Collaborations,Discussion about the venue for the launch, etc.)

Q3. Attempt the question given below.

(10 Marks)

- a. You are the Manager of a business firm,send an email to all the employees informing about the upcoming change in the office hours.

Q 4. Attempt any one of the questions given below

(10 Marks)

- a. You are the Prop writer SS Stationaries, draft an order letter for the following goods:

Particular	Quantity
Printers	05
Photocopy Machine	08
Shredder	08
Fax Machine	08

OR

- x. Draft a letter inviting Quotations for the above-mentioned items. Invent the necessary details regarding their size, shape, color etc.

Q 5. Attempt any one of the questions given below.

(10 Marks)

- a. You are the purchase officer at Borkars Super Store Margao, you had ordered 1000 units of Mozzarella Cheese Sticks from Heinz Dairy, Vasco. The whole consignment was damaged because of very poor packaging. Draft a claim letter for the above stated situation.

OR

- x. Draft an Adjustment letter for the above-mentioned Claim letter.
