

**BUSINESS COMMUNICATION FOR FINANCIAL SERVICES – STAGE
ISQ Examination (Summer-2010)**

Q.1 (A) Choose the best answer, A, B, C or D, to complete the gaps in the article.

Sl.#	A	B	C	D
1	constructs	shapes	encourages	builds
2	contained	involved	linked	related
3	differentiating	discriminating	distancing	discerning
4	connects	implements	applies	relates
5	advantage	extra	equity	asset
6	exchange	trade	change	swap
7	regularly	persistently	interminably	constantly
8	All	whatever	whichever	that
9	total	overwhelming	everywhere	prevalent
10	having	letting	getting	making

Breakthrough Performance

Breakthrough selling is about creating relationships. Here are five proven strategies to do just that:

Offer superior service.

Service is what keeps you in business for the long haul. It's your track record that (1)_____ current customer's confidence in you and attracts prospects to you.

Provide unique value.

The best way to bring extra value to your customer is to understand his or her business better than anyone else. Get to know the customer's company, the people (2)_____ and the industry as a whole. This kind of knowledge will be your (3)_____ factor.

The concept of adding value (4)_____ no matter what you sell. Whenever you ask questions about your customers' needs and goals, you have another opportunity to look for ways you can support their vision. You'll become an (5)_____ to the company, one that they will not easily (6)_____ in for another vendor.

Customize

Even though your product or service may be similar to others on the market, make it as customer-specific as possible. Call customers (7)_____ to find out how they're using your products. Then modify old products, and design new ones to match the information.

'Sell through'.

Your objective should be to help customers sell more of (8)_____ they sell. The more you help your customers sell, the more they're going to order from you.

Build solid relationships.

Striving for the four factors above will definitely help you rise above the product parity that is so (9)_____ today. But the most important factor is how well you connect with your customers. How many times have you heard of salespeople leaving one company to join another and (10)_____ all their customers go with them? That's because each one of those customers had a special bond with the salespeople that was stronger than the bond to the product they sold.

Q.1 (B) Complete the sentences using the correct FORM of the words in CAPITALS.

(ANSWERS)

i.	My work gives me a lot of job _____. SATISFY	
ii.	Luckily, my boss is very _____. SUPPORT	
iii.	The pay isn't very good initially, but there are good _____ prospects. PROMOTE	
iv.	Working to deadlines can be quite _____. CHALLENGE	
v.	The company helps with your personal and professional _____. DEVELOP	
vi.	My role was changed in _____ of my abilities. RECOGNIZE	
vii.	Having worked nights for so long, it is great to have such _____ working hours. FLEX	
viii.	One of the benefits of the apartment is the _____ of its location. CONVENIENT	

Q.1 (C) Complete the text below using the words given below.

- A) stretch B) economic downturn C) plummet
 D) overheads E) revenue F) expenditure
 G) lay off H) detracts

There are signs of (1) _____: the long and stable growth of national output has finally slowed and higher interest rates have dampened down spending by households and businesses alike. The resulting fall in (2) _____ is forcing small business managers to consider strategies that will help them navigate their way through tough economic times. When sales begin to (3) _____, there is a tendency to (4) _____ skilled employees in order to bring down (5) _____. This may sound logical but it often proves risky as it can demoralize the staff who remain. Product development may also (6) _____ the budget but cutting back on it can result in a business falling behind innovative competitors and losing market share. In short, indiscriminate cost cutting can damage a business hugely. So how can costs be minimized? The most effective strategy is to cut (7) _____ such as rent of premises, gas, electricity, and stationery. These should not be reduced to the point where the business cannot operate any longer but they need to be assessed regularly to determine how every penny adds to or (8) _____ from the bottom line.

Q.2 (A) Select the word from the four choices that best completes the sentence. Write the correct FORM in the space provided.

(Answer)

1	Recent _____ has raised taxes on luxury items. A) object B) celebrate C) legislate D) donate	
2	Half the enjoyment of a vacation is the _____ of it. A) insert B) direct C) object D) anticipate	
3	Unless a will is written clearly, _____ among family members may be inevitable. A) legislate B) litigate C) celebrate D) select	

4	I hope you don't _____ to my smoking. A) intimidate B) participate C) circumvent D) object	
5	Pakistanis _____ the fourteenth of August with a bang. A) donate B) celebrate C) direct D) legislate	
6	We were surprised by the _____ of candidates for the legislature. A) insert B) anticipate C) direct D) select	
7	The police department _____ trouble at the antinuclear demonstration this afternoon. A) object B) anticipate C) participate D) circumvent	
8	It is difficult to _____ additional material in a manuscript once it has been prepared for the printer. A) insert B) direct C) donate D) celebrate	
9	He gave a generous _____ to the public television station. A) donate B) celebrate C) participate D) direct	
10	Thousands of runners _____ in the annual National Marathon. A) celebrate B) exhilarate C) intimidate D) participate	

Q.2 (B) State True or False in the answer column.

(Answer)

1	Business writing format is similar to writing personal mails	
2	Some business writing persuades reader to take action	

3	Prior knowledge of the subject matter is not necessary when writing messages	
4	Your document will be most successful if it matches the reader's expectations	
5	When writing bad news, it is best to avoid coming to the main point early on in the message	
6	Use of acronyms is encouraged in business writing	
7	Readers from other cultures will often have different set of reader expectations	
8	The function of Outlining, Brainstorming, Clustering is to generate ideas	
9	Planning a document prior to writing is not important	
10	Proofreading is a crucial part of polishing your writing work	

Q.2 (C) Use the idioms given below to fill in the blanks.

- | | |
|------------------------|-------------------------------|
| A) window shopping | B) rat race |
| C) ten to one | D) run of the mill |
| E) red tape | F) signing on the dotted line |
| G) passed the buck | H) take-home pay |
| I) sell like hot cakes | J) shop lifting |

(Answer)

1	Although the advertisement in the newspaper promised an exclusive performance, it turned out to be an _____ show.	
2	When the office assistant was caught making an error on the balance sheet, he _____ on his colleague.	
3	The _____, got the better off him and he was stressed out.	
4	The store manager caught him _____, and handed him over to the authorities.	
5	I should have consulted with my legal counsel prior to _____.	
6	The chances of winning the local singing competition is _____.	
7	I tried to get my father's National I.D. card renewed on an urgent basis as he has to travel, but the _____ involved is excruciating.	
8	After the tax deduction my _____ barely supports my living expenses.	
9	I love to go _____ with my friends, as it takes my mind off from day to stress.	
10	I never expected my designs would _____ at the monthly multi-media innovation exhibition.	

Q.3 (A) Insert suitable Prepositions in the blank spaces:-

- i). The key _____ survival for most companies is flexibility.
- ii). Which division deals _____ issues related to patents.
- iii). Today's management session will focus _____ marketing strategies.
- iv). Managers need to make company information more accessible _____ staff.
- v). My colleagues comes up _____ such good ideas.
- vi). We need to appeal _____ a wider range of customers.
- vii). New markets are opening _____ all the time.
- viii). Who will be accountable _____ the quality of all our work?
- ix). The company has been bombarded _____ protests
- x). Debt relief should be _____ the top of their agenda.

Q.3 (B) Complete each sentence with the correct phrasal verb given below:

- | | | |
|-------------|--------------|-------------|
| A) catch on | B) get in on | C) turn out |
| D) tune in | E) work out | F) get on |

- 1. It takes a while before you start to really _____ to how other people think.
- 2. Sure, we get discouraged sometimes, but we just have to _____ with the job.
- 3. I didn't _____ at first. I didn't realize that they were only joking.
- 4. We're disappointed because the project didn't _____ as well as we had hoped.
- 5. He's impatient to start and _____ all the action.
- 6. When I first arrived, it took me a while to _____ how everything was organized.

Q.3 (C) Rewrite each sentence using a more formal style.

1. Well, here's my resume and a completed application form.

2. I think I'm pretty up to date with the latest computer software.

3. Anyway, e-mail me at this address or give me a call.

4. I like the sound of the Production Assistant job. I guess I could do that.

5. It would be really cool to work for a big company like yours.

6. After I left college, I took a special business course. That would be useful, right?

Q.3 (D) Change the WE attitude to the YOU attitude to make more effective.

We're proud to announce the opening of our new branch bank in the Stoney Brook area and to offer our fine banking services to the community. Our drive-in windows will be open weekdays from 8 a.m. to 6 p.m. Our offices will be open from 9 a.m. to 3 p.m. Mondays through Thursdays, and from 9 a.m. to 6 p.m. on Fridays. Our manager, Mr. Chase, and our employees will be glad to welcome all customers.

Q.4 The passage is followed by a series of questions. Answer the questions based on the information you gathered from the passage. Choose the best answer to each question and answer each question on what is *stated or implied* in the passage.

Reading Passage:

The *New York Times* is a daily newspaper published in New York City. For a long time, it has been the newspaper of record in the United States and one of the world's great newspapers. Its strength is in its editorial excellence; it has never been the largest newspaper in terms of circulation.

The *Times* was established in 1851 as a penny (*one cent/paisa*) paper whose editors wanted to report the news in a restrained and objective fashion. It enjoyed early success as its editors set a pattern for the future by appealing to a cultured, intellectual readership instead of a mass audience. However, in the late nineteenth century, it came into competition with more popular, colorful, if not lurid, newspapers in New York City. Despite price increases, the *Times* was losing \$1,000 a week when Adolph Simon Ochs bought it in 1896.

Ochs built the *Times* into an internationally respected daily. He hired Carr Van Anda as editor. Van Anda placed greater stress than ever on full reporting of the news of the day, and his reporters maintained and emphasized existing good coverage of international news. The management of the paper decided to eliminate fiction from the paper, added a Sunday magazine section, and reduced the paper's price back to a

penny. In April 1912, the paper took many risks to report every aspect of the sinking of the *Titanic*. This greatly enhanced its prestige, and in its coverage of two world wars, the *Times* continued to enhance its reputation for excellence in world news.

In 1971, the *Times* was given a copy of the co-called “Pentagon Papers,” a secret government study of U.S. involvement in the Vietnam War. When it published the report, it became involved in several lawsuits. The U.S. Supreme Court found that the publication was protected by the freedom-of-the-press clause in the First Amendment of the U. S. Constitution. Later in the 1970’s, the paper, under Adolph Ochs’s grandson, Arthur Ochs Sulzberger, introduced sweeping changes in the organization of the newspaper and its staff and brought out a national edition transmitted by satellite to regional printing plants.

Choose the best answer to each question and answer each question on what is *stated* or *implied* in the passage.

(Answer)

1	<p>What is the main idea of the passage?</p> <p>A) The <i>New York Times</i> publishes the best fiction by American writers.</p> <p>B) The <i>New York Times</i> became highly respected throughout the world.</p> <p>C) The <i>New York Times</i> broadcasts its news to TV station via satellite.</p> <p>D) The <i>New York Times</i> lost its prestige after the Vietnam War.</p>	
2	<p>It can be inferred from the passage that the circulation of the <i>Times</i> is</p> <p>A) not the largest in the world.</p> <p>B) not the best in the world.</p> <p>C) the smallest in the world.</p> <p>D) the worst in the world.</p>	
3	<p>Which phrase is closest in meaning to the word “restrained” as it is used in line # 6?</p> <p>A) Put in prison B) In handcuffs</p> <p>C) Without education D) With self-control</p>	
4	<p>According to the passage, what caused the loss of money at the <i>Times</i>?</p> <p>A) Other newspapers were more colorful.</p> <p>B) Other newspapers had better reporters.</p> <p>C) Other newspapers added a Sunday magazine.</p> <p>D) Other newspapers were better managed.</p>	

5	<p>What word or phrase does the work “his” as highlighted in paragraph 3 refer to?</p> <p>A) Van Anda B) Reporters C) News of the day D) International news</p>	
6	<p>Where can the following sentence best be added to the passage?</p> <p>Their publishers ran sensational stories, not because they were true, but because they sold newspapers.</p> <p>A) At the end of the first paragraph B) After the word “City” in the second paragraph C) At the end of the third paragraph D) After the phrase “lawsuits” in the fourth paragraph</p>	
7	<p>To improve its circulation, the management of the <i>Times</i> did all of the following EXCEPT:</p> <p>A) emphasized good coverage of international news B) added a Sunday magazine section C) increased the number of lurid stories, even if they were not true D) Eliminated fiction from the paper</p>	
8	<p>The passage implies that the newspaper’s reputation</p> <p>A) decreased when it lowered its price to a penny B) grew because Adolph Ochs bought it in 1896 C) increased because of its coverage of the <i>Titanic’s</i> sinking D) decreased because it could not compete with other New York papers</p>	
9	<p>What word or phrase does the word “publication” as used in line # 23 refer to?</p> <p>A) The <i>Times</i> B) “The Pentagon Papers” C) The Report D) The Constitution</p>	
10	<p>According to the passage, the <i>Times</i> has a national edition that is</p> <p>A) protected by the Supreme Court B) printed in the form of a Sunday Magazine C) shipped by train and air transport daily D) transmitted by satellite to regional printing plants</p>	

Q.5 Please write a summary the following passage of about one-third of the original length, and also give a heading to the summarized passage.

One great defect of our civilization is that it does not know what to do with its knowledge. Science, as we have seen, has given us powers fit for the gods, yet we use them like small children.

For example, we do not know how to manage our machines. Machines were made to be man's servants; yet he has grown so dependent on them that they are in a fair way to become his masters. Already most men spend most of their lives looking after and waiting upon machines. And the machines are very stern masters. They must be fed with coal, and given petrol to drink, and oil to wash with, and must be kept at the right temperature. And if they do not get their meals when they expect them, they grow sulky and refuse to work, or burst with rage, and blowup, and spread ruin and destruction all round them. So we have to wait upon them very attentively and do all that we can keep them in a good temper. Already we find it difficult either to work or play without the machines, and a time may come when they will rule us altogether, just as we rule the animals.

Q.6 Writing Task – Formal Letter (10)

You have had a bank account for a few years. Recently you received a letter from the bank stating that your account is overdrawn by Rs.12,404 and that you will be charged Rs. 800 which will be taken directly from your account. You know that this information is incorrect.

Write a letter to the bank. Explaining what has happened and say, what you would like them to do about it.

You do not need to write your real name and address. Begin your letter as follows:

Dear Sir,

Q.7 Writing Task – Professional E mail

Assuming you are the Head of Marketing department in a multi national, and are faced with heavy employee turnover. The exit interviews have given you an insight into the reasons for the attrition rate. Please send an e mail message to the Chief Operational Officer indicating at least two of the reasons from the list given below and offer solutions to combat this problem.

Work Related Issues:

- i) competitive salary**
- ii) opportunities for promotion**
- iii) on-going training provided by the employer**
- iv) challenging and interesting work**
- v) progressive and dynamic organization**
- vi) opportunities to travel overseas**
- vii) long term security and pension**
- viii) relationships with colleagues**
