

X

NPTEL

reviewer2@nptel.iitm.ac.in ▼

Courses » Business English Communication Announcements Course Ask a Question Progress



Unit 2 - Week 1

Course outline

How to access the portal

Week 1

- Reading Comprehension - 1
- Reading Comprehension - 2
- Reading Comprehension - 3
- Reading Comprehension - 4
- Reading Comprehension - 5
- Quiz : Assignment 1
- Week 1:Feedback

Week 2

Week 3

Week 4

Assignment 1

The due date for submitting this assignment has passed. **Due on 2018-02-21, 23:59 IST**
As per our records you have not submitted this assignment.

Read the following passages and answer the following questions

Let's drink some Coke!

We have all craved for it at one point, haven't we? There is nothing better than a glass of coke on a hot summer day. A drink that has become ubiquitously popular, Coca-Cola was made by John S Pemberton in 1886 as a flavoured syrup which was then mixed with carbonated water. You may wonder what inspired him to come up with the drink that has become synonymous with drinking water today. Well, he was driven by man's best motivation - Curiosity! The brand's unique name and logo was given by Frank Robinson, Pemberton's partner. In the first year, Pemberton was able to sell a mere nine glasses of the drink per day.

In 1888, Pemberton sold his company to Asa Candler, who expanded it to soda fountains as well. Under his leadership, the brand started to scale new heights and in 1904, annual sales reached a staggering 1 million gallon. Propelled by the need to stand out, Alexander Samuelson designed a contoured bottle prototype for it and to this day, it remains the standard bottle of Coca-Cola. In 1945, the name 'Coke' became a registered trademark of the company. 7 years ago, in 2011, Coca-Cola celebrated its 125th birthday. But despite its age, the recipe behind the popular drink remains a trademark secret.

1) Pick a word that is synonymous with the word 'ubiquitous'. 1 point

- Popular
- Omnipresent
- Famous
- None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

Omnipresent

2) What makes Coca-Cola so popular? 1 point

- Its unique name and logo.
- The standard bottle it is sold in.
- It is called 'Coke'.
- Both 'a' and 'b'

No, the answer is incorrect.

Score: 0

Accepted Answers:

Both 'a' and 'b'

3) Who designed the standard bottle of the beverage?

1 point

- Frank Robinson
- Asa Candler
- Alexander Samuelson
- John S Pemberton

No, the answer is incorrect.**Score: 0****Accepted Answers:***Alexander Samuelson*

Read the following article on money laundering and answer the following questions:

Reports reveal that Spain's high street banks handled nearly \$2000m from a huge money-laundering operation run by unidentified people, rumoured to be linked to the Russian government. Several reputed banks have been exposed in the discreetly conducted sting-operation, including ABC, XYZ and PQR. A total of 19 banks based in Spain are currently being questioned over their involvement in this international scheme. Our sources reveal that a staggering total of \$500bn was moved out of Russia during a six-year period between 2000 and 2006. However, there are reasons to believe that the true figure could be anywhere between \$700bn and \$750bn. Currently, investigations are underway to identify the people behind the scheme.

It is likely that at least 300 people were involved in this. Detectives believe that they are about to unravel a highly funded global fraud operation, involving nearly 82 countries. The mere scale of the operation has shocked law enforcement officials. According to our sources, conspirators identified and targeted specifically the CEOs of leading firms. Spoofing their email IDs, fake emails were sent out to mid-level employees, instructing them to wire large amounts of money to the banks mentioned above. "It was all very cleverly done", said John ABC, the head of the operation, expressing concern at the involvement of high ranking officials, in the fraud scheme, including several bureaucratic personnel from over 20 countries. The investigation is led by the RTY, the National Law Agency with assistance from the local police as well.

4) What is the passage about?

1 point

- Money laundering
- International money fraud
- Stealing
- None of the above

No, the answer is incorrect.**Score: 0****Accepted Answers:***Money laundering*

5) How much money was found to have been transacted in and out of Russia between 2000 and 2006?

1 point

- \$500bn
- \$700bn
- \$700bn-\$750bn
- None of the above

No, the answer is incorrect.**Score: 0****Accepted Answers:***\$500bn*

6) In the context of the passage given above, what does the word 'staggering' mean?

1 point

- Familiar
- Astonishing
- Superb
- All of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

Astonishing

Read the following company profile and answer the following questions

PQR Steels is Asia's largest steel producer and maker, with operations in Japan and mainland China. Formed in 1872 by John K, PQR Steels has a crude steel production of 254 million tonnes. Further to this, it also supplies its products to the automobile, aerospace and energy industries located around the world. Specialising in the production of carbon steels, the company is organised under two operating divisions. It accounts for nearly 4.5% of Japan's annual GNP and for about 2.7% of the country's total R&D spending. It plans to cultivate new businesses and continue to work with steel industries around the world to develop new products that can take advantage of current marketing strategies. In line with this strategy, the company entered into a business alliance with two other steel giants of the country, APV and TUG Corporate Ltd.

The purpose of the company is to produce and manufacture high-quality steel. Its long steel products section is responsible for the manufacturing of semi-finished steel products best suited for construction purposes. Alternatively, its strip steel products are most suited for packaged and non-packaged purposes. With its humble beginnings as a local steel producing unit, PQR Steels today has branches all over Asia. However, with its headquarters at Tokyo, it remains true to its roots.

7) To which of the following industries does PQR Steels not provide its products?

1 point

- Aerospace
- Automobile
- Energy
- Construction

No, the answer is incorrect.

Score: 0

Accepted Answers:

Construction

8) In which of the countries does the company have operations?

1 point

- Russia and China
- China and Japan
- India and Japan
- None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

China and Japan

9) How much of Japan's GDP does PQR Steels account for?

1 point

- 4%
- 4.5%
- 3%
- 2.7%

No, the answer is incorrect.

Score: 0

Accepted Answers:

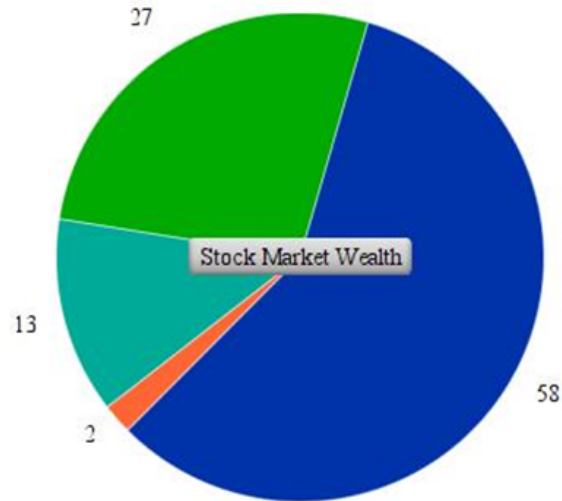
2.7%

Based on the question 10, answer the question 11

10) Study the following graph and answer the following questions:

1 point

■ Lower class
 ■ Lower Middle Class
 ■ Upper Middle Class
 ■ Upper Class



What does the graph represent?

- Equal distribution of stock market wealth
- Disparity in the distribution of stock market wealth
- Distribution of bonds
- None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

Disparity in the distribution of stock market wealth

11) Which class owns the most stock market wealth?

1 point

- Lower class
- Lower middle class
- Upper middle class
- Upper class

No, the answer is incorrect.

Score: 0

Accepted Answers:

Upper class

Read the following advertisement and answer the following questions

HR Manager, ABC Enterprises
Kings Cross, London

\$ - Competitive Salary

Hours: Part-time

Contract: Temporary

Education level: Undergraduate degree (or equivalent)

Job Function: Marketing and PR

Job Level: Experienced (minimum 5 years as a non-manager, 3 years as a manager)

Job Title : HR Manager

Department: HR Department, ABC Enterprises

Location : Kings Cross, Central London

ABC Enterprises is a local firm that specialises in accounting and risk strategising. We require a talented and experienced HR Manager to be part of our ever-growing team.

As an HR Manager, you will be in charge of handling the 'Marketing and PR' section of our company. Applicants holding an undergraduate degree in HR Management or any other equivalent business degree, with a minimum experience of 5 years as a non-manager and 2 years as a manager are encouraged to apply for the position. We promise you a learning curve like never before.

Key responsibilities involve:

- i) Manage the office by screening telephone enquiries and e-mails.
- ii) Initiating Marketing strategies by keeping in mind the needs of the company.
- iii) Management of Public Relations

Interested candidates are encouraged to send in their resumes at abc@xyz.in

12 For what post are applications being invited for?

- Office Manager
- HR Manager
- HR Executive
- None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

HR Manager

13 Which of the following are not included as the key responsibilities of the role?

- Managing Marketing and PR
- Screening telephone enquiries and emails
- Strategising risk management
- Initiating marketing strategies

No, the answer is incorrect.

Score: 0

Accepted Answers:

Strategising risk management



1 point

1 point

Previous Page

End

© 2014 NPTEL - Privacy & Terms - Honor Code - FAQs -

A project of



In association with



Funded by

Government of India
Ministry of Human Resource Development

Powered by

