

Question:

- 1. Solve the questions (1, 2, 3, 6, 7) given on page no. 19-20.**
- 2. Solve all questions in your notebook, and scan the document.**
- 3. Upload the PDF of the assignment.**
- 4. Write question number and part number, and write the answer. Do not copy the questions.**

Answers:

Note:

The answers start from the next page since I have included scanned photographs in this solution file

Due Date : 2nd Oct
2020

ASSIGNMENT: 01

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QUESTION 01:

- 1) It is ~~open~~ often said that leadership is a dynamic process. This means exercising a range of leadership styles is preferable to any one "best style".
- 2) Incentive schemes are often introduced in companies to improve employee morale.
- 3) Expenditure on global advertising has increased dramatically in the past decade.
- 4) The implementation of JIT production often reduces unnecessary waste within business.
- 5) Researchers have discovered that branding is a powerful tool which has a significant impact on both consumer buying patterns and company profits.

- 6) Outsourcing will not completely eliminate the problem of costly overheads within companies.
- 7) Accountants have long been investigate ways of reducing corporate tax.
- 8) This issue was discussed during the meeting.
- 9) Consultants are often hired to devise recommendations that are feasible in both the long & short term to ~~discuss~~ address company problems.
- 10) The company's profit figures have been fluctuating for years.

QUESTION 02:

- 01) The implementation of computer integrated manufacturing has created some serious problems.
- 02) The process should be repeated until the desired results are achieved.
- 03) Plans are being made to put up ~~with~~ a database containing detailed information of the annual figures for the small business.
- 04) Subtle changes, which compromised the quality of the product, were detected by these new devices.
- 05) Proposals to increase working hours have recieved great resistance from employees.

QUESTION 03:

Q. Supply a more suitable word/phrase for the italicised parts of the following sentences.

01) ~~The reaction~~

01) The reaction of the Managing Director was quite negative

02) The economic outlook for the business is not good.

03) The future of funding is not finalized

04) Britain's major car manufacturers are planning to collaborate on the research needed for more fuel efficient cars

05) It is imperative to concentrate in meetings so as to grasp the important points

QUESTION 06: *is on mixed*

a) Passage B is more formal.

b) Features of informal passage:

i) Use of two phrased words, such as:
sort of,

ii) Use of informal phrases and words:

→ fairly profitable business,

→ 2% on all sales provides a carrot
for the 6 members of staff.

iii) Use of semi-technical terms:

→ turnover averaged £15,000 per week

→ £7,500 weekly overheads were easily
covered.

Question NO 07:

The following sentences are all informal. Rewrite them in formal academic register.

- 01) She said it was not of the required standard.
- 02) I thought the lecture was extremely difficult to follow.
- 03) The results were much better than I expected.
- 04) None of the other students could answer.
- 05) He said, "Writing your dissertation is extremely difficult."