



Indian Institute of Information Technology Sri City, Chittoor

(An Institute of National Importance under an Act of Parliament)

Essential English **End-Sem Exam (Set2) - UG1**

Date: 04/04/2022

30 Marks

Duration: 90min.

1. Read the following article and answer the questions below. 5 marks

Technology in business is a growing necessity. As the years go by, the business world is leaning more and more toward it, making it almost impossible to separate the two from each other. Innovation breeds business, and since technology paves the way for it, it can be gathered here that business needs technology to be sustained.

Business has always existed since the early times of man. Even though it only began with the simplistic barter system, business would not be the same as it is today without the advancements in technology. All the major industries would fall into a catastrophic collapse if one were to take away technology from business, since majority of business operations and transactions somehow involve the use of technology.

The role of technology in business caused a tremendous growth in trade and commerce. Business concepts and models were revolutionized as a result of the introduction of technology. This is because technology gave a new and better approach on how to go about with business. It provided a faster, more convenient, and more efficient way of performing business transactions.

Some of actions of technology in business include accounting systems, management information systems, point of sales systems, and other simpler or more complicated tools. Even the calculator is a product of technology. It is indeed unfathomable to summon the idea of going back to the days where everything was done manually, which basically means starting all over again from scratch.

With the automated processes that technology can provide, productivity reaches a higher level. This is due to the minimal resources consumed in processing business activities, allowing room for better products produced and faster services delivered to more clients and customers. Information is also stored with ease and integrity. With this, confidential and sensitive information are less prone to vulnerabilities. The said information can also be instantly retrieved and analyzed to monitor trends and make forecasts, which can be crucial in decision-making processes.

Business involves communication, transportation, and more fields, making it a complex web of processes. The technologies pertaining to other fields only pushed business

further. Globalization has been realized because of the wonders of technology. Anyone can now do business anywhere within being constricted to the four corners of his room. Technology in business made it possible to have a wider reach in the global market. The basic example is the Internet, which is now a common marketing tool to attract more consumers in availing products and services offered by various businesses. Indeed, technology in business ultimately made living worthwhile. It cannot be denied though that technological threats to business are growing rampant, such as hacking and other malicious activities, so one has to be responsible enough in utilizing the power of technology. The good that technology brings has some excess baggage in the form of bad things that threaten to shake the business world. In the end, it is still responsible use of these that would further allow us to enjoy the benefits that technology can bring.

Answer the following questions in two or three sentences.

- a. Business needs technology to be sustained. Substantiate the statement.
- b. What is the role of technology in revolutionizing business concepts?
- c. Name a few actions of technology in business.
- d. How does technology cause increase in productivity?
- e. Why is it said that ‘technology in business ultimately made living worthwhile’?

2. Write down questions to get the underlined segments as the answer. 5 marks

- a. Maria brought her daughter with her.
- b. Mira learns classical dance at Tanjaore.
- c. Salim will take at least two more hours to reach the station.
- d. Atif could not come because his son was hospitalised.
- e. Jiya wanted to visit her uncle in LA.

3. Is it important for parents, friends and extended family to encourage children who are good in painting, sculpting, sketching to join a fine arts course in college? Give reasons in support of your choice supporting them with examples drawn from real life. Your paragraph should not exceed 120 words. 5 marks

4. Describe a room that you like spending most of your time when you are at home. Your paragraph should not exceed 120 words. 5 marks

5. Fill in the missing words. Choose the best answer. 5 marks

- a. Tell your brother to come.....because it's going rain in a minute or two. (indoors/ outdoors/ within/ homewards)
- b. I cut my finger on a rusty tin and it became badly..... (infected/ affected/ effected/ diseased)
- c. Violent programmers on television may have a bad.....on children. (affection/ pressure/ influence/ control)

- d. He has always gone.....strange hobbies like collecting bottle-tops and inventing secret codes. (into/ by/ in for/ through)
- e. The local tourist bureau will send you.....about hotels in the area. (knowledge/ information/ news/ notice)

- 6. Write a dialogue on the following topic with at least 10 responses. 5 marks**
Develop a dialogue between yourself and your father discussing the secrets of success in business.