D 113491 **(Pages : 3)** **Name.....**

Reg. No.....

FIRST SEMESTER (CUFYUGP) DEGREE EXAMINATION
NOVEMBER 2024

English

ENG IFA 101 (3)—ENGLISH LANGUAGE SKILLS FOR COMMERCE AND MANAGEMENT

(2024 Admission onwards)

Time : One Hour and a Half Maximum : 50 Marks

I. Read the provided paragraphs and answer the following questions. Each question carries 2 marks. (Ceiling : 16 Marks)

Federal efforts to aid minority businesses began in the 1960's when the Small Business Administration (SBA) began making federally guaranteed loans and government-sponsored management and technical assistance available to minority business enterprises. While this program enabled many minority entrepreneurs to form new businesses, the results were disappointing, since managerial inexperience, unfavorable locations, and capital shortages led to high failure rates. Even 15 years after the program was implemented, minority business receipts were not quite two percent of the national economy's total receipts. Recently federal policymakers have adopted an approach intended to accelerate development of the minority business sector by moving away from directly aiding small minority enterprises and toward supporting larger, growth-oriented minority firms through intermediary companies. In this approach, large corporations participate in the development of successful and stable minority businesses by making use of government-sponsored venture capital. The capital is used by a participating company to establish a Minority Enterprise Small Business Investment Company or MESBIC. The MESBIC then provides capital and guidance to minority businesses that have potential to become future suppliers or customers of the sponsoring company.

MESBIC's are the result of the belief that providing established firms with easier access to relevant management techniques and more job-specific experience, as well as substantial amounts of capital, gives those firms a greater opportunity to develop sound business foundations than does simply making general management experience and small amounts of capital available. Further, since potential markets for the minority businesses already exist through the sponsoring companies, the minority businesses face considerably less risk in terms of location and market fluctuation. Following early financial and operating problems, sponsoring corporations began to capitalize MESBIC's far above the legal minimum of $500,000 in order to generate sufficient income and to sustain the quality of management needed.

Turn over

MESBIC's are now emerging as increasingly important financing sources for minority enterprises.

Ironically, MESBIC staffs, which usually consist of Hispanic and Black professionals, tend to approach investments in minority firms more pragmatically than do many MESBIC directors, who are usually senior managers from sponsoring corporations. The latter often still think mainly in terms of the "social responsibility approach" and thus seem to prefer deals that are riskier and less attractive than normal investment criteria would warrant. Such differences in viewpoint have produced uneasiness among many minority staff members, who feel that minority entrepreneurs and businesses should be judged by established business considerations. These staff members believe their point of view is closer to the original philosophy of MESBIC's and they are concerned that, unless a more prudent course is followed, MESBIC directors may revert to policies likely to re-create the disappointing results of the original SBA approach.

1 What was the goal of the Small Business Administration (SBA) program initiated in the 1960s ?

2 Why were the results of the SBA's early efforts to aid minority businesses disappointing ?

3 What is the new approach that federal policymakers adopted to help minority businesses ?

4 Why do minority businesses face less risk when supported by MESBICs ?

5 How do MESBICs differ from the earlier SBA program in their approach to aiding minority businesses ?

6 What was the legal minimum amount of capital that corporations were required to invest in MESBICs ?

7 How do the perspectives of MESBIC staff members and MESBIC directors differ regarding investment decisions ?

8 What concern do MESBIC staff members have about the current approach to aiding minority businesses ?

9 Explain the key reasons why the SBA program's early efforts to aid minority businesses were not successful, and how the new approach using MESBICs aims to address those issues.

10 Discuss the difference in perspectives between the Hispanic and Black professionals working on MESBIC staffs and the senior managers from sponsoring corporations who direct MESBICs.

Section B

II. Answer the following questions in not more than 100 words. All questions can be attended. Each question carries 6 marks. (Ceiling : 24 Marks)

11 Listeners can understand that time has passed since the couple arrived at the railway station. Examine how the dialogue captures the passage of time in the story "Hills Like White Elephants."

12 Discuss how Bill Gates' early vision of personal computing illustrates the concept of "thinking big" as presented in the text.

13 What is the significance of the heartbeat in "The Tell-Tale Heart" ?

14 You are assigned to draft a strategic business plan for a new division within your company. Demonstrate how you would use Birchard's recommendations to create a compelling and actionable business plan.

15 Using the principles from the Declaration of Philadelphia, write a paragraph proposing strategies to address workplace discrimination and promote equality. Include specific measures that align with the Declaration's focus on eliminating discrimination.

Section C

III. Answer any *one* question in 300 words :

16 Critically analyse the role of AI and automation in the waste management industry.

17 You need to deliver a motivational speech on the importance of teamwork in achieving goals. How would you ensure that your message is clear and impactful ? Describe how you would structure your speech and what key points you would emphasise to effectively communicate your message.

(1 × 10 = 10 marks)