

FIRST SEMESTER FYUGP EXAMINATION, NOVEMBER 2025

Improvement/Supplementary (2024 Admissions)

AEC 1

ENG1FA101(3): ENGLISH LANGUAGE SKILLS FOR COMMERCE AND MANAGEMENT

Time: 1 ½ Hrs. M: Mark BL: Bloom's Taxonomy Level (1 to 6) CO: Course Outcome Maximum Marks: 50

Section A: Answer all questions. Each carries 2 marks.

Ceiling Marks: 16

No.	Question	M	BL	CO
	<p>Read the following passage and answer questions from 1 to 10</p> <p>The Chinese automotive market is one of the largest in the world, with millions of cars sold each year. As the economy grows, many people are looking to buy budget or low-cost vehicles. Selling budget cars in China offers both opportunities and challenges.</p> <p>One of the primary reasons budget cars have potential in China is due to the growing middle class. Many people in this demographic can now afford a car but are still very careful with spending. They want vehicles that are affordable, reliable, and fuel-efficient. By providing reasonably priced cars, companies can target this audience and help fulfil the aspirations of people who want the freedom of car ownership without a high price tag.</p> <p>Another important factor in the budget car market is urbanization. As people move to cities, there is a growing need for affordable personal transportation. Many live and work in urban areas where owning a car is practical, but they do not need a luxury or high-performance model. Instead, they want something easy to drive and park in crowded city environments. Budget cars, which are often smaller and more efficient, fit well into the lifestyle of urban residents.</p> <p>However, selling budget cars in China also comes with its challenges. The Chinese automotive market is highly competitive, with both international brands and local manufacturers fighting for a share. Domestic companies like BYD, Changan, and Great Wall Motors have a strong presence in the budget segment, often offering cars at lower prices than foreign competitors. This intense competition means that foreign brands must carefully balance pricing and quality to compete effectively.</p> <p>Another challenge is meeting the high expectations of Chinese consumers. Even for budget cars, Chinese buyers are particular about features, such as in-car technology, safety, and fuel efficiency.</p> <p>Marketing strategies also play a critical role. Companies need to connect with the local culture and consumer preferences. For instance, online marketing and influencer promotions are very effective in China. Social media platforms like WeChat and Douyin (known internationally as TikTok) are widely used by car buyers, and many consumers rely on online reviews and recommendations. In conclusion, selling budget cars in China presents a promising opportunity due to the growing middle class, urbanization, and demand for affordable vehicles.</p>			
1.	What is one of the main reasons for the high demand for budget cars in China?	2	1	CO1 CO2 CO3 CO4
2.	Which companies are key domestic competitors in China's budget car market?	2	4	CO1 CO2 CO3 CO4

3.	Name two qualities that budget car consumers in China typically prioritize.	2	6	CO1 CO2 CO3 CO4
4.	Assess the impact of urbanization on car sales trends in China.	2	6	CO1 CO2 CO3 CO4
5.	Why is the growing middle class in China an important factor for the potential of budget cars?	2	3	CO1 CO2 CO3 CO4
6.	List out the challenges faced by selling budget cars in China.	2	4	CO1 CO2 CO3 CO4
7.	What obstacles do foreign brands face when selling budget cars in China?	2	5	CO1 CO2 CO3 CO4
8.	How do marketing strategies influence the success of selling budget cars in China?	2	2	CO1 CO2 CO3 CO4
9.	What advantages do social media platforms like TikTok offer in reaching potential car buyers?	2	5	CO1 CO2 CO3 CO4
10.	Why is owning a luxury or high-performance car not a priority for many urban residents in China?	2	4	CO1 CO2 CO3 CO4

**Section B: Answer all questions. Each carries 6 Marks.
Ceiling Marks: 24**

No.	Question	M	BL	CO
11.	What role does reading speed play in developing reading skills, and how can techniques like skimming and scanning help students improve efficiency?	6	4	CO1 CO2
12.	According to the author, what was Bill Gates' foundational vision, and how did it guide his approach to business and innovation?	6	2	CO1
13.	Examine Microsoft's growth and expansion strategy from its inception until 1981. Consider Gates' early stance against software piracy, the decision to expand into international markets like Japan and the United Kingdom, and how these actions reflect the company's long-term vision and entrepreneurial mindset.	6	2	CO1 CO2 CO3
14.	Imagine your manager commented that your presentation slides were too wordy and didn't engage the audience. Describe how you would modify them based on the eight S's of strong writing mentioned in <i>The Science of Strong Business Writing</i> by Bill Birchard.	6	1	CO1 CO2 CO3
15.	To what extent is the individual familiar with ILO conventions, and how significant is their impact on the shaping of national labour legislation?	6	4	CO2 CO3 CO4

Section C: Answer any one question. Each carries 10 marks. (1 x 10 = 10 Marks)

No.	Question	M	BL	CO
16.	WM's sustainability -focused venture has global implications in waste management. Evaluate.	10	3	CO4
17.	Identify a specific industry or area of expertise that you are passionate about, and outline how you would craft a motivational speech around that topic. How would you motivate your audience to take action based on your experiences and insights?	10	6	CO3 CO4 CO5