

Business English Communication
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Lecture - 02
Reading Comprehension

Welcome back friends. So, let us look at the exercise here that is where, that is the point where we stopped last time.

(Refer Slide Time: 00:21)

Exercise 1.4 Read the following passage and answer the following

According to the biography of Steve Jobs, the name was conceived by Jobs after he returned from apple farm. He apparently thought the name sounded “fun, spirited and not intimidating.” The name also likely benefitted by beginning with an A, which meant it would be nearer the front of any listings.

There are other theories about the meaning behind the name Apple. The idea that it was named thus because Newton was inspired when an Apple fell out of a tree hitting him on the head, is backed up by the fact that the original Apple logo was a rather complicated illustration of Newton sitting under a tree. Later the company settled on the bite out of an Apple design for Apple's logo - a far simpler logo design.

So, look at this fresh exercise read the following passage and answer the following. According to the biography of Steve Jobs, the name was conceived by jobs after he returned from apple farm. He apparently thought the name sounded “fun, spirited and not intimidating.” The name also likely benefitted by beginning with an A, which meant it would be nearer the front of any listings.

There are other theories about the meaning behind the name Apple. The idea that it was named as because Newton was inspired when an apple fell out of a tree hitting him on the head, is backed up by the fact that the original apple logo was rather complicated illustration of Newton sitting under a tree. Later the company settled on the bite out of an Apple design for Apple's logo - a far simpler logo design.

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These logos are probably the reason for other theories about the meaning behind the name Apple, with some suggesting that the Apple logo with a chunk taken out of it is a nod at computer scientist and Enigma code-breaker, Alan Turing, who committed suicide by eating a cyanide infused apple.

However, according to Rob Janoff, the designer who created the logo, the Turing connection is simply "a wonderful urban legend." Equally the bite taken out of the Apple could represent the story of Adam and Eve from the Old Testament. The idea being that the Apple represents knowledge.

- Rawlinson, N. (2017). *History of Apple: The story of Steve Jobs and the company he founded*. [online] Macworld UK. Available at: <http://www.macworld.co.uk/feature/apple/history-of-apple-steve-jobs-mac-3606104/> [Accessed 6 Sep. 2017].

These logos please continue reading, in the next slide - these logos are probably the reason for other theories about the meaning behind the name Apple, with some suggesting that the Apple logo with a chunk taken out of it is a nod at computer scientist and Enigma code-breaker, Alan Turing, who committed suicide by eating a cyanide infused apple.

However, according to Rob Janoff, the designer who created the logo, the Turing connection is simply "a wonderful urban legend." Equally the bite taken out of the apple could represent the story of Adam and Eve from the Old Testament. The idea being that the Apple represents knowledge.

Look at the reference and here are your question.

(Refer Slide Time: 02:14)

According to the article, the logo of Apple is a reference to:

- a) The suicide of Alan Turing
- b) The story of Adam and Eve
- c) Steve Jobs's favourite fruit

According to the article the logo of apple is a reference to a the suicide of Alan Turing, b the story of Adam and Eve, c Steve jobs favourite fruit. Please take a look at this slide and try to understand what is the article telling you and the answer is both a and b - several speculative theories are mentioned in the texts remember, two of which referred to the Alan Turing suicide and the biblical story. The third option; however, it is not mentioned at all the options c is not there at all, so both a and b.

Look at the second question, look at the slide here.

(Refer Slide Time: 02:58)

What is the passage about?

- a) The biography of Steve Jobs
- b) The story of Apple
- c) The name and logo of Apple

What is the passage about a the biography of Steve Jobs, b the story of apple, c the name and logo of apple. What is the answer? Answer is c the name and logo of apple, is not a very tricky question. You have to remember that it may be taken from the biography of a Steve Jobs where the passage is definitely not his biography therefore, and the most of the focus is on the name and logo of apple, hence options a and b are not valid.

Look at the next slide here again which relates to this particular passage.

(Refer Slide Time: 03:40)

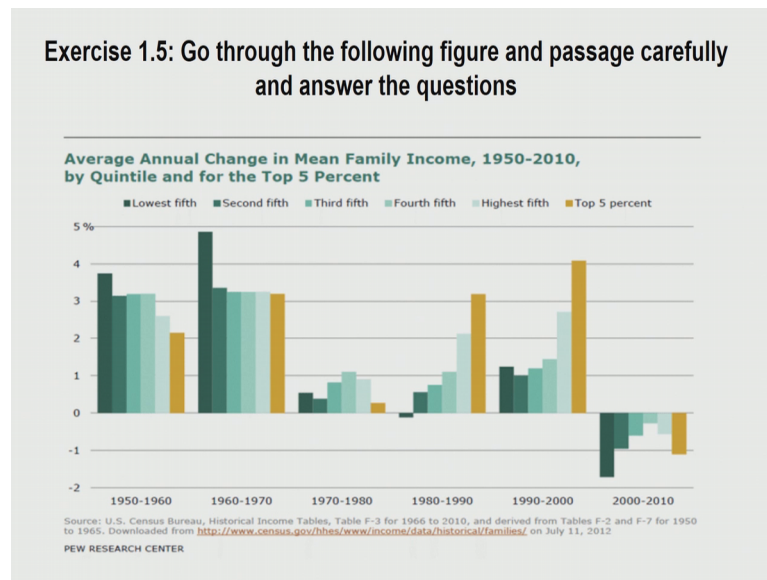
Find the word in the passage that means 'frighten'.

- a) Spirited
- b) Intimidating
- c) Complicated

Find the word in the passage; that means, 'frighten' a spirited, b intimidating, c complicated and your answer is b intimidating; to frighten someone is to intimidate someone. Complicated of course, means complex, spirited means full of energy.

So, so much for your warm up for this session, now let us look at this particular chart slide.

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Exercise 1.5: Go through this is the following yeah we are just continuing from the previous lecture.

So, please look at this go through the following figures and passage carefully and answer the questions, look at the figures carefully, what is it about average annual change in mean family income 1950 to 2010. So, 60 years data by quintile and for the top 5 percent you have you are given some shades you are all aware of the horizontal and vertical axis and look at what these shades denote and look at the way it is done.

Please look at the slide here.

(Refer Slide Time: 04:59)

"Here's the arc it captures: In the immediate postwar period, America's rapid growth favored the middle and lower classes. The poorest fifth of all households, in fact, fared best. Then, in the 1970s, amid two oil crises and awful inflation, things ground to a halt. The country backed off the postwar, center-left consensus -- captured by Richard Nixon's comment that "we're all Keynesians now" -- and tried Reaganism instead. We cut taxes. Technology and competition from abroad started whittling away at blue collar jobs and pay. The financial markets took off. And so when growth returned, it favored the investment class -- the top 20 percent, and especially the top 5 percent (and, though it's not on this chart, the top 1 percent more than anybody).

And then it all fell apart. The aughts were a lost decade for families, and it's not clear how much better they'll fare in the next.

None of this is new history. But it's helpful to have a crisp layout of what's changed".

Weissmann, J. (2017). *60 Years of American Economic History, Told in 1 Graph*. [online] The Atlantic. Available at: <https://www.theatlantic.com/business/archive/2012/08/60-years-of-american-economic-history-told-in-1-graph/261503/> [Accessed 12 Sep. 2017].

"Here is the arc it captures: in the immediate post war period, America's rapid growth favored the middle and lower classed. The poorest fifth of all households, in fact, fared best. Then in the 1970s, amid two oil crises and awful inflation, things ground to a halt the country backed off the postwar, central left consensus, captured by Richard Nixon's comment that "we are all Keynesians now", and tried Reaganism instead. We cut taxes we cut taxes. Technology and competition from abroad started whittling away at blue collar jobs and pay. The financial markets took off. And so when growth returned, it favored the investment class the top 20 percent and especially the top and especially the top 5 percent and though it is not on this chart, the top 1 percent more than anybody.

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None of this is new history. But it is helpful to have a crisp layout of what's changed".

(Refer Slide Time: 06:25)

Which of the following are true?

- a) No evidence for negative growth can be found in the economy
- b) Throughout the years, the economy has been stable and has favoured the upper classes
- c) Post 1970s, there was a shift in the American economy, from Keynesian to Reaganism.

Now look at the questions here, which of the following are true: a, no evidence for negative growth can be found in the economy; b, throughout the years the economy has been stable and has favoured the upper classes; post 1970s there was the shift in the American economy from Keynesian to Reaganism, which of the following are true. Answer is c. Post 1970s there was a shift it is clearly given in the American economy there was a shift from Keynesian to Reaganism.

A, is not correct since the graph clearly shows the negative growth in the period 2000 to 2010, b is not correct the key word here is a stable which cannot be applied to the state of the American economy, the graph is very clear. If you do not understand these things then please train yourself because if you are expected to appear for these kinds of situations where your texts of graphs and charts and pi diagrams may be tested. Then it is very understand to get a clear cut hold on these things.

Remember the entire graph here chart the changes that have marked the economy between 1950 to 2010, c is correct and we also have a phrase there.

Let us look at the second slide, second question here.

(Refer Slide Time: 07:54)

Complete the following sentence according to the context of the passage - The passage charts the changes in _____ in the _____ economy between the years 1950-2010

- a) Keynesian economics, market
- b) Mean Family Income, American
- c) Blue collar jobs, financial

Complete the following sentence according to the context of the passage - The passage charts the changes in dash in the dash economy between the years 1950 to 2010. A, Keynesian economics and market; means family income, American; blue collar jobs and financial. Which is the correct choice? The answer is b, mean family income and American.

The sentence would does be completed like. The passage charts the changes in mean family income in the American economy between the years 1950 to 2010; that is the way you have to understand a passage. If you insert option a in to the blanks it will read the passage chart the change in Keynesian economics in the market economy between the year so and so and therefore, it cannot be correct.

Form here I have just given you a couple of examples and now let me take you to another key area of communication which is called Cohesion.

(Refer Slide Time: 09:09)



Now, most of the text you will encounter we will have a logical sequence of arguments as we were talking about firstly, secondly, lastly, one important cohesive device is the way a sentence begins this is the sentence which introduces the subject of the text and it usually occurs at the beginning of the text. Remember when you write an email this could be the subject line in a report it could be the abstract. So, the way or text begins.

The number of linking devices that ensure the organization of a text, you have to look at the way it is a structured and ordered firstly, secondly, lastly, in addition further more finally. Also contrasting is like however, on the other hand; in comparison nevertheless and then you have drawing conclusions which is like as a result therefore, consequently in conclusion etcetera.

So, the list is endless. Like what we are expecting is that most of you are already familiar with these devices. So, if I talk any Hindi again [FL], these things you already know and we are just assuming, if you do not know then they the net is full of examples of cohesive markers sign posting. Please look them up and you will understand the organization of text.

Now let us do this exercise, exercise 1.6 and look at slide here.

(Refer Slide Time: 11:20)

Exercise 1.6: Read the following

in the next slide is an email regarding a company informing a client about the changes in prices of their products.

The paragraphs are given in a jumbled order. Arrange them to give cohesion to the email.

In the next slide is an email regarding a company informing a client about the changes in prices of the products. The paragraphs are given in a jumbled order arrange them to give cohesion to the email.

Jumbled means they are not logically ordered. So, please rearrange them giving an; your cohesive markers will give you the hints to how to about how to rearrange this. So, look at this example.

(Refer Slide Time: 12:01)

Dear Sir/Madam,

- a. Consequently, with this letter we wanted to send you a formal notice to you that the price of the basket of products is about to change, starting from the 3rd of November, 2017. New price for our regular customers will be \$500 instead of the old price of \$450 per lot of 50 pcs. All inquiries made before the date will be invoiced at the old price.
- b. We hope that the forthcoming price change will not affect your trust in the quality of our services. If you would like to further discuss any of the options and/or changes noted in the letter please do contact us.
- c. Furthermore, do note that Welcart Ltd. as one of our important clients will continue to benefit with a special price arrangement. Therefore instead of \$500 per lot of 50 pcs, we will invoice an amount of \$475 per lot of 50 pcs.
- d. We highly value to have Welcart Ltd. as our customer, and we invest consistent efforts to meet your expectations. We would like to inform you that due to changes in the market, and increased prices of the input of our products, we had to adjust our prices.

Regards

Dear Sir or Madam,

Consequently, with this letter we wanted to send you a formal notice to you that the price of the basket of product is about to change, starting from the 3rd of November 2017. New price for our regular customers will be 500 dollars instead of the old price of 450 dollars per lot of 50 pieces. All enquiries made before the date will be invoiced at the old price.

We hope that the forthcoming price change will not affect your trust in the quality of our services. If you would like to further discuss any of the options and or changes noted in the letter please do contact us.

Furthermore, do note that Welcart limited as one of an important clients will continue to benefit with a special price arrangement. Therefore, instead of 500 dollar per lot of 50 pieces, we will invoice an amount of 475 dollars per lot of 50 pieces.

We highly value to have Welcart limited as our customer, and we invest consistent efforts to meet your expectations. We would like to inform you that due to changes in the market, and increased prices of the input of our products, we had to adjust our prices.

Regards.

(Refer Slide Time: 13:35)

Exercise 1.6 - Answers

The order of the email would be: d, a, c, b.

Notice how in paragraph d, summarises the content of the mail- that there is a change in prices of their products but they begin with how much they value their client. This is a cue to the content of the following paragraphs.

The ordering of paragraphs a,c can be understood by the hints given by the linking devices used- Consequently, Furthermore.

Paragraph b hints at a conclusion of the mail a hope that these price shifts won't affect the client-relationship and ends with asking the client to contact them for further clarifications on the change, if any.

Now, this is your answer, please look at the slide here. The order of the email would be: d, a, c, b and have done the entire exercise for you.

Notice how in paragraph d, if you summarises, you find the summarisation of the content of the mail that there is a change in prices of consequently if the word, that is given that is a sign post. And the ordering of the paragraph a and c can be understood by the hints given by the linking devices used consequently furthermore. And paragraph b hints at a conclusion of the mail I hope that these price shifts would not affect the client-relationship and ends with asking the client to contact them to. So, therefore, b is the last one that, I hope; we hope that the relationship client and customer and relationship continues and asking the client to contact them for further clarifications, all right.

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Exercise 1.7 Arrange the following sentences to make a complete paragraph

1. While the idea of a single global purchasing culture may appeal to big business, the reality is that people's buying habits are determined as much as by culture as by income - and cultures vary greatly from place to place.
2. While some products appear to have global appeal, selling methods and local specifications may vary considerably.
3. Multinationals seeking to exploit the potential of economic globalisation are often advised to 'think global, act global'.
4. What sells well in Japan may stay on shelves in Canada.
5. Even in the European Union, where trading and political ties are especially strong, there are major differences in customer behaviour

Next one exercise 1.7, arrange the following sentences to make a complete paragraph.

While the idea of a single global purchasing culture may appeal to big business, the reality is that the people's buying habits are determined as much as by culture as by income - and cultures vary greatly from place to place. While some products appear to have global appeal, selling methods and local specifications may vary considerably. Multinational seeking to exploit the potential of economic globalisation are often advised to 'think global, act global'. What sells well in Japan may stay on shelves in Canada. Even in the European Union, where trading and political ties are especially strong, there are major difference differences is in customer behavior.

And here are your answer.

(Refer Slide Time: 15:43)

Exercise 1.7 - Answer

Answer: 3- 1- 4- 2- 5.

The complete paragraph would hence read thus:

- Multinationals seeking to exploit the potential of economic globalisation are often advised to 'think global, act global'. While the idea of a single global purchasing culture may appeal to big business, the reality is that people's buying habits are determined as much as by culture as by income - and cultures vary greatly from place to place. What sells well in Japan may stay on shelves in Canada. While some products appear to have global appeal, selling methods and local specifications may vary considerably. Even in the European Union, where trading and political ties are especially strong, there are major differences in customer behaviour.

- (Extract from Slaght, John, and Paddy Harben. "The Global Village: Challenges for a Shrinking Planet." In *English for academic study : Reading*, 38-39. Reading: Garnet Publishing Ltd, 2004).

3- 1- 4- 2- 5 and I have given you the explanation as well.

Multinational seeking to exploit the potential of economic globalisation are often advice to 'think global, act global'. While the idea of a single global purchasing culture may appeal to big business, the reality is that people's buying habits are determined as much as by culture as by income and cultures vary greatly from place to place. What sells well in Japan may stay on shelves in Canada. While some products appear to have global appeal, selling methods and locally specifications may vary considerably. Even in the European Union, where trading and political ties are especially strong, there are major differences in customer behavior.

Look at the passage again, look at the contrast markers particularly while, while even etcetera and they give you a kind of flow to the reading.

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So, what is then reading? What have we been doing so far? We have been approaching a text [FL] approach [FL] how to approach a text, how to identify. [FL] text [FL] how to identify the different kinds of text the genres and the various techniques as you know clear by cohesion, cohesive markers are one of the techniques.

So, this is what we have been doing so far. So, I just thought that while we are doing and while I approach another text you should see exactly what we are doing. So, we have been looking at some passages, some descriptions, some graphs and charts, and emails, jumbled word, jumbled passages, and those are our texts. So, this is what we have been looking different kinds of text and what are the techniques of reading them.

So, let us move on to look at this particular text now.

(Refer Slide Time: 18:30)

Match the headlines to the newspaper extracts on the right.

1. Markets are choppy. What should mutual fund investors do?	a. RBI has been repeatedly cautioning people about the usage of crypto-currencies, flagging a slew of concerns.	b. But, like a few other Indian consumer technology start-ups, its valuation is questioned as market participants argued that competitive pressure and high-cash burn did not support its lofty valuation.
2. What goes into creating market indices?	Crypto-currencies, also called virtual currencies, are created and held electronically.	c. Also, one may look at equity-oriented hybrid funds for bulk investments. Just make sure that you invest for the long haul while investing in equity mutual funds.
3. Zomato valued at \$1.4 billion by Nomura		d. The choice of methodology makes a difference to the performance of the index. Indices are important for any investor because portfolio performances get measured against these indices.
4. Bitcoin goes into a tailspin, dives 33% in India in just 13 days		

Match the headlines to the newspaper extracts on the right. Look at it.

Markets are choppy. What should mutual fund investors do? What goes into creating market indices? Third, Zomato valued at so and billion by Nomura. Forth, Bitcoin goes into a Talespin etcetera.

Now, a RBI has been repeatedly cautioning people about the usage of crypto-currencies, flagging a slew of concerns. Crypto-currencies are also called virtual currencies are created and held electronically. b, but like a few other Indian consumer technology start-ups, its valuation is questioned as market participants argued that competitive pressure and high-cash burn did not support its lofty valuation. Keep looking at it, keep looking at the title, I mean that the headlines where would it go. See also, one may look at equity oriented hybrid funds for bulk investments. Just make sure that you invest for the long haul while investing in equity mutual funds, where are we talking about mutual funds. And d, the choice of methodology makes a difference to the performance of the index indices are important for an investor because portfolio performances get measured against these indices.

Look at the headlines where you find indices and the answers are 1 is c, 2 is b, 3 is b and 4 is a. You have to remember the queue, remember that most headlines like the ones which are given here I telling of the content the (Refer Time: 20:45) understanding the headlines thus holds the key. So, remember that when you talk about bitcoin headline

number four bitcoin is a sort of digital currency. So, you know that you are talking about the so called virtual currency. And indices you have already seen that indice is there is already mentioned it some there is a mention. So, you have to read it carefully the key idea is not to panic and think carefully and of course, Zomato relates to the startup, so therefore. So, it is all very clear this one this one was quite easy and therefore, you have to just be more attentive and pay attention.

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So, what we have just done we have matched the headlines with the content and this is something that you can be asked very often for any of your exams that test your knowledge of Business English and your. So, typical common sensical kind of a passage.

And then rearranging jumbled sentences here the key, we have done it earlier also the key is that you should be able to understand the linking words and the cohesive devices so that is how you rearrange. And then one perennial favourite of a examiners as far as reading comprehension is concerned is giving title so that identify the key idea the central idea of a particular passage. So, this is something that you should be attentive to remember that you reading is a lifelong process and you have to read a lot in order to master it.

Now, look at the next slide and answer.

(Refer Slide Time: 22:38)

Read the newspaper headlines and the extract and answer if the following are true or false

1. The advice is to invest for the short term in the equity mutual funds while markets are choppy.
2. Portfolio performances are measured by indices that are used as benchmarks.
3. Zomato's high valuation has not been questioned.
4. Bitcoins are cryptocurrencies and are held electronically

Read the newspaper headlines and the extract and answer if the following are true or false. The advice is to invest for the short term in the equity mutual funds where while markets are choppy. Portfolio performances are measured by indices that are used as benchmarks. Zomato's high valuation has not been questioned. Bitcoins are cryptocurrencies and are held electronically.

So, we have already seen that in our earlier passage, so therefore the first one is false. Remember what the passage told us make sure that you invest for the long haul while investing in equity mutual funds. Second one is true of course, and third and fourth at room as well. So, let us look at that portfolio performances are measured by indices that are used as benchmarks yes, it does appear. Zomato's high valuation has not been questioned and bitcoins are cryptocurrencies. So, all these are true.

Let us look at this one.

(Refer Slide Time: 23:51)

Exercise. Read the Memo and answer the following:

To: Mrs A Nathan

Date: 17-08-2017

From: Mr Darool R

Subject: Problem with the new office

The new sales office and shop is opening in Surat is opening next week.

The problem is that the new computerised order system is not working. We are in the midst of recruiting staff at the moment and have no time at hand to rectify the complaint. I need someone to come over and examine the software.

Could you kindly send one of your staff members this week?

<Signature>

It is a memo. What is a memo? It is a short form of memorandum. So, answer the following. To, from; this is the way memo works. Subject: Problem with the new office; it comes to the point.

The new sales office and shop is opening in Surat, is opening in Surat next week just ignore that duplication or repetition of his opening.

The problem is that the new computerised order system is not working. We are in the midst of recruiting staff at the moment and have no time at hand to rectify the complain. I need someone to come over an examine the software.

Could you kindly send one of your staff members? This week this is a memo and then this is the way you sign. Signature is always important in a memo.

Remember to, from, signature and subject of course, and then the main matter. You do not have to be extremely particular about we have taught to write letters, but memo is different. Nemo is a strictly official it has no time for these in a preliminary norm of talks, so coming straight to the point.

(Refer Slide Time: 25:33)

Write the correct questions for these answers

1. _____?

A. Surat

2. _____?

A. They are recruiting staff

3. _____?

A. Someone to come in and examine the software

4. _____?

A. This week

Now look at this, this is the exercise. Write the correct questions for these answers. Surat, they are you recruiting staff, someone to come and examine the software, this week. Now what are the questions?

So, look at the answers here.

(Refer Slide Time: 25:47)

Answers

1. Where is the new shop opening?

2. Why are they busy because of which they are unable to rectify the software problem?

3. What is the requirement of Mr. Rashid?

4. By when does Mr. Rashid want the software to be rectified?

First where is the new shop opening? In Surat of course. Why are they busy because of which they are unable to rectify the software problem? What is the requirement of Mr.

Rashid? By when does Mr. Rashid want the software to be rectified? So, the answer is week right. So, you have to be able to construct the right question as well.

There could be multiple ways of framing a question depending on how broader or narrow your answer maybe. So, when you find question like this and you have one word or a lengthy expression you have to and as an answer then you have to understand what kind of question you need to frame.

Next one, look at the slide here.

(Refer Slide Time: 26:47)

Exercise in reading short texts

Read the following excerpts and decide which of the options are correct:

Philanthropy also can be an important part of the solution set. A century and a quarter ago, Andrew Carnegie was a lonely voice encouraging his wealthy peers to give back substantial portions of their wealth. Today, a growing number of very wealthy people are pledging to do just that. Philanthropy done well not only produces direct benefits for society, it also reduces dynastic wealth.

- A. There has been an increase in philanthropic activities over the years till today
- B. Andrew Carnegie was lonely
- C. Philanthropy keeps a check on dynastic wealth

Extract from : Gates, Bill. "Why Inequality Matters." Gatesnotes. October 13, 2014. Accessed September 12, 2017.
<https://www.gatesnotes.com/Books/Why-Inequality-Matters-Capital-in-21st-Century-Review>.

Exercise in reading short texts. Read the following excerpts and decide which of the options are correct. Philanthropy also can be an important part of the solution set. A century and a quarter ago, Andrew Carnegie was a lonely voice encouraging his wealthy peers to give back substantial portions of the wealth. Today, a growing number of very wealthy people are pledging to do just that. Philanthropy done well not only produces direct benefits for society, it also reduces dynastic wealth.

Which is the correct option here? A, there has been an increase in philanthropic activities over the years till today; b Andrew Carnegie was lonely; c philanthropic keeps a check on dynastic wealth. Correct answers are a and c, there as an increase in philanthropy and it checks the accumulation of dynastic wealth there is no mention of Andrew Carnegie being a lonely person it is a lonely voice is an expression, hash has a lonely voice against

injustice which means he she was the only one, she was the only one, the lone voice the lonely, the only persons of the it is a turn of the phrase. But it does not necessarily mean that Andrew Carnegie was lonely, at least we are not told if he was in this passage. So, here that text makes a case for philanthropics taken out of a blog post by bill gates as we have already given in then reference.

Let us look at the next one.

(Refer Slide Time: 28:28)

The company will use fresh issue proceeds for advertising & business promotion activities (around Rs 20 crore) and purchase of land for construction of office premises in Chennai (Rs 42.58 crore). Fresh issue money would also be utilised for repayment of overdraft facilities (Rs 43.34 crore); and general corporate purposes. However, the company will not receive any proceeds from the offer for sale.

- A. The excerpt talks about company losses
- B. The company will use the proceeds from sales to advertising and buying of office space
- C. Company will not receive proceeds from sales

Please read the text the company will use fresh issue proceeds for advertising in business promotion activities around rupees so and so, so much and purchase of land for construction of office premises in Chennai this much. Fresh issue money would also be utilised for repayment of overdraft facilities and general corporate purposes. However, the company will not receive any proceeds from the offer for sale. So, true and false.

The excerpt talks about company losses; b the company will use the proceeds from sales to advertising and buying of office space; company will not receive proceeds from sales. So, which one is true? And your answer b and c are correct. You have to understand the context of the excerpt, it is from an analysis of public issues of shares of a company which launched its public offer in sometime in 2017 September and this particular company mentioned is a one of the first online match making websites to go public.

(Refer Slide Time: 29:48)

"Yeah absolutely. So this is the first time. Just sort of show what we're talking about. So a couple of key things that are important in having a 3D tunnel network. First of all, you have to be able to integrate the entrance and exit of the tunnel seamlessly into the fabric of the city. So by having an elevator, sort of a car skate that's on an elevator, you can integrate the entrances and exits to the tunnel network just by using two parking spaces. And then the car gets on a skate. There's no speed limit here. So we're designing this to be able to operate 200 kilometers, about 130 miles."

- A. The person is talking about a 3D tunnel network
- B. There are few restrictions on speed here
- C. The car becomes a roller skater

(Extract from : Kesteloo, H. "Elon Musk on Boring Company, Semi-Truck, Mars – TED Talk [transcript]." Electrek. May 01, 2017. Accessed September 12, 2017. <https://electrek.co/2017/05/01/elon-musk-on-boring-company-semi-truck-mars-ted-talk-transcript/>)

Next one, please look at it. Yeah absolutely. So, this is the first time. Just a sort of show what we are talking about. So, a couple of key things that are important in having a 3D tunnel network. First of all you have to be able to integrate the entrance and exit of the tunnels seamlessly into the fabric of the city. So, by having an elevator sort of a car skate that is on an elevator, you can integrate the entrances and exits to the tunnel network just by using two parking spaces. And then the car gets on a skate. There is no speed limit here. So, we are designing this to be able to operate 200 kilometers about 130 miles.

So, which one is true or false. A, the person is talking about a 3D tunnel network, there are few restrictions on speed here, the car becomes a roller the skater. Answer, a and b are correct, the car does not become roller skater at all, that is not what we are told and a and b are true of course.

Now, let us look at this particular slide.

(Refer Slide Time: 31:06)

Put these sentences into the correct order. They are about the history of space transport services company, SpaceX.

1. Musk invested \$100 million of his own money into the startup with the objective of building a simple, inexpensive and reusable rocket.
2. While SpaceX has already changed the game in the space industry, their biggest milestones may still lie ahead. The rocket company plans to relaunch a recovered rocket sometime this year. They're scheduled to launch their first crewed mission to the International Space Station in late 2017 or early 2018.
3. SpaceX is founded in June of 2002 by serial entrepreneur Elon Musk. The company is originally based in El Segundo, CA, but will later relocate its headquarters to Hawthorne, CA.
4. 8 years after its inception, SpaceX's Falcon 9 rocket completes its maiden launch
5. In 2015, SpaceX Falcon 9 rocket [explodes during CRS-7 launch](#) to the International Space Station. The mission ends in catastrophic failure and the loss of the vehicle. This would have been SpaceX's third attempt to land on an autonomous drone ship.

You have to reorder or correct order.

Musk invested 100 million dollars of his own money into the startup with the object of building a simple, inexpensive and reusable rocket.

While SpaceX has already changed the game in the space industry, their biggest milestone yet still lie ahead. The rocket company plans to relaunch a recovered rocket sometime this year. They are scheduled to launch their first crewed mission to the International Space Station in late 2017 or early 2018.

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So, 8 years after its inception, SpaceX Falcon 9 rocket completes its maiden launch.

In 2015, SpaceX Falcon 9 rocket explodes during CRS-7 launch to the international Space Station. The mission ends in catastrophic failure and the loss of the vehicle. This would have been SpaceX's third attempt to land on an autonomous drone ship.

How do we rearrange this? So, take a moment and look at it carefully. The answer order is 3 1 4 5 2. This is your 3 1 4 5 2, this is sorry this is the order. If you look at the cohesive markers and the way the sentences glide you will be able to get your queue.

Also look at the sequence of years that we should know that number 4 follows number 5 because of the sequence of years.

Let us now look at this slide.

(Refer Slide Time: 33:27)

Reading and matching information

Look at the list below. It shows different departments at a retail outlet

- A. Florist
- B. Stationary
- C. Home Decor
- D. Women's clothes and shoes
- E. Restaurant

Reading and matching information. Look at the list below. It shows different departments at a retail outlet: a florist, b stationary, c home decor, d women's clothes and shoes, e restaurant.

(Refer Slide Time: 33:44)

For the options given below, decide which department the person should go

1. Pragya needs to buy a business suit for her upcoming interview.
2. She realizes she needs a folder to keep her certificates.
3. For her preparation, she meets a friend for coffee who has agreed to help her out.
4. To take a break, she decides to check out the wallpaper collection to see if something will suit her bedroom.
5. Her father calls her asking her to pick up some flowers on the way back.

For the options below decide which department a person should go.

Pragya needs to buy a business suite for her upcoming interview. She realizes she needs a folder to keep her certificates. For her preparation, she meets a friend for coffee who has agreed to help her out. To take a break, she decides to check out the wallpaper collection to see if something will suit her bedroom. Her father calls asking her to pick up some flowers on the way back.

So, I will start with the first one women's clothing, the stationary shop, she meets a friend for coffee who has agreed to help out. So, which one are we going to look at, the restaurant to take a break she decides to, so this is the home decor section and the last one is a florist.

Now, look at the slide here.

(Refer Slide Time: 34:44)

The following is an article about a publishing company

Bloomsbury produces a wide range of business books and the company 1. _____ at least ten new books every year. It has offices all over India, in 2. _____ major capital cities. The MD of the company, Sarah Jose, says that Bloomsbury 3. _____ a lot of repeat business from customers and good customer loyalty. But analysts 4. _____ still concerned 5. _____ Bloomsbury's business strategy. They say that it is not 6. _____ profitable business and that it needs to cut costs and increase profits. They 7. _____ say that Bloomsbury should set 8. _____ a website for sales and that it 9. _____ to sell their books to students.

So, let us look at the article about a publishing company. Bloomsbury produces a wide range of business books and the company dash at least ten new books every year. It has offices all over India, in dash major capital cities. The MD of the company, Sarah Jose, says that Bloomsbury dash a lot of repeat business from customers and good customer loyalty. But analyst still concerned dash Bloomsbury's business strategy. They say that it is not dash profitable business and that it needs to cut costs and increase profits. They

dash that Bloomsbury should dash a website for sales and that it dash to sell the books to students.

Look at the choices, choose the correct word to fill each gap from a b or c. It tests your grammar also not just vocabulary.

(Refer Slide Time: 35:29)

Chose the correct word to fill each gap from A, B or C		
1.A. launches	B. launching	C. Launch
2.A. every	B. hame	C. All
3.A. had	B. having	C. Has
4.A. are	B. having	C. Do
5.A. among	B. about	C. around
6. A. the	B. a	C. an
7.A. too	B. additional	C. also
8.A.at	B. in	C. up
9.A. should	B.ought	C. must

And here are your answers you can tally you 1 A, 2 C, 3 C, 4 A, 5 B, 6 B, 7 C, 8 C, 9 B, you can tally and check for yourself how much sense do they make the answers make to you.

(Refer Slide Time: 35:41)

Answers
1. A
2. C
3. C
4. A
5. B
6. B
7. C
8. C
9. B

Thank you very much.