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(Pages : 2)

Name.....27.....

Reg. No.....

FIFTH SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2014

(UG—CCSS)

Core Course—Functional English

FE 5B 10—BUSINESS ENGLISH

(2012 Admissions)

Time : Three Hours

Maximum : 30 Weightage

I. Answer the following bunches of questions :

- (a) 1 Correspondence means _____ by letters.
(feedback, communication, documentation).
- 2 The official letters are extremely _____.
(personal, formal, informal).
- 3 M.T. stands for _____ transfer.
(Money, Membership, Minutes).
- 4 Correspondence can be divided into _____ types.
(three, four, five).
- (b) 5 The body of a letter begins with _____.
(address, signature, salutation).
- 6 Valued policy is a _____ insurance policy.
(fire, life, vehicle).
- 7 _____ are the official record of the proceedings of a meeting.
(Reports, Minutes, Checklists).
- 8 _____ is written in third person.
(Memorandum, Personal letter, Official letter).
- (c) 9 P.S. stands for _____.
(Public Service, Post Script, Post sale).
- 10 _____ is a mode of projecting the product before the consumer.
(Advertisement, Announcement, Publicity).
- 11 There is no salutation or complimentary close in _____.
(official letter, personal letter, memorandum).
- 12 Ancillary deposit is _____ function of a bank.
(primary, secondary core).

(12 × ¼ = 3 weightage)

Turn over

II. Answer any *nine* of the following in two or three sentences each :

- | | |
|---------------------------------------|---|
| 13 Different types of correspondence. | 14 Complimentary close. |
| 15 Solicited enquiry. | 16 Fixed deposits. |
| 17 Testimonial. | 18 Objectives of minutes. |
| 19 E-mail. | 20 Enclosures. |
| 21 Circular letter. | 22 The characteristics of a good advertisement. |
| 23 Demi official letter. | 24 Fire Insurance. |

(9 × 1 = 9 weighta

III. Answer any *seven* of the following :—

- 25 Send a request to a company in Delhi for a trade reference.
- 26 Write a D.O. letter to the Director of Health Services asking for supply of medicines.
- 27 Draft a circular letter to the employees of an office directing to be punctual in the office.
- 28 Send an E-mail to the General Manager of a company stating your inability to attend interview.
- 29 Send an E-mail to your father requesting him to send tuition fees.
- 30 Prepare the report of a General Body meeting of Parent Teacher Association.
- 31 Prepare the report of the meeting of the Student Council.
- 32 Prepare a resume to be sent along with a job application.
- 33 Prepare a business report of a company meeting convened to discuss the sales target for calendar year.
- 34 Write a note on the qualities of a good editor.

(7 × 2 = 14 weighta

IV. Answer any *one* of the following in about 300 words :—

- 35 Importance of Business Correspondence.
- 36 Presentation skills.

(1 × 4 = 4 weighta