

15U429 (Pages:2) Name:.....

Reg.No.....

FOURTH SEMESTER B.A DEGREE EXAMINATION, MAY 2017

(CUCBCSS -UG)

Functional English - Core Course

CC15U FEN4 B06 – ENGLISH FOR BUSINESS COMMUNICATION

(2015 Admission)

Time: Three Hours

Maximum: 80 Marks

I. Answer the following bunches of questions :

1. (a) ----- is the official record of the proceedings of a meeting.
(minutes, report, memo).
- (b) The process of communication begins with-----
(message, sender, receiver).
- (c) ----- letter is used by friends to communicate their ideas and feelings.
(personal, business, official).
- (d) A document containing authority given to a person to act on behalf of another is known as Power of-----
(Authority, Attorney, Appeal).
2. (a) The formal way of closing the body of the letter with some respectful phrase is known as-----
(salutation, date, complimentary close).
- (b) ----- is a summary of an individual's employment qualification.
(application letter, resume, appointment letter).
- (c) A quotation letter is also known as -----
(tender, enquiry letter, collection letter).
- (d) Reports prepared and presented according to the form and procedure laid down by law are known as -----
(statutory report, informal reports, technical reports).
3. (a) A----- is a concise and clear statement of the substance of a longer passage in connected and readable form.
(circular, précis, notice).
- (b) ----- is a document that outlines the contents of a forthcoming meeting.
(agenda, minutes, article).
- (c) R.R. stands for-----
(Railway receipt, Reader's receipt, Real Receipt).

(d) ----- is the discount which is allowed if the customer purchases goods above a certain quantity or above certain amount.

(trade discount, cash discount, special discount).

(12 x 1 = 12 marks)

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

4. Define business correspondence.
5. Credit enquiry.
6. Adjustment letter.
7. Memorandum.
8. Chairing a meeting.
9. Invoice.
10. Salutation in letter.
11. Proxy.
12. Circulars.
13. Debit note.
14. Comparative statement.
15. Role of body language in presentation.

(9 x 2 = 18 marks)

III. Answer any six of the following in about 100 words each :

16. Technical proposal.
17. Presentation skills.
18. Explain your preparation before making a telephone call.
19. Characteristics of a good advertisement.
20. Briefly explain art of condensation.
21. Advantages of diary writing.
22. Explain different types of minutes.
23. Structure of formal reports.
24. Draft a covering letter for the post of a news reporter.
25. E-mail writing.

(6 x 5 = 30 marks)

IV. Answer any two of the following in about 300 words each :

26. Explain presentations and discuss the factors affecting presentations.
27. Discuss the significance of meeting in business communication.
28. Define Resume and discuss resume preparation with an illustration.
29. Discuss the importance and uses of business correspondence.

(2 x 10 = 20 marks)