

**16U438**

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Name: .....

Reg. No. ....

**FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2019**

(Regular/Supplementary/Improvement)

(CUCBCSS -UG)

**CC15U FEN4 B06 – ENGLISH FOR BUSINESS COMMUNICATION**

Functional English - Core Course

(2015 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

I. Answer the following bunches of questions. Each question carries 1 mark.

1. a) An -----letter can be used as a legal document showing business transaction between buyer and seller.

(Order, Enquiry, Official)

b) A good advertisement should have a ----- slogan.

(Catchy, Careful, Courteous)

c) Arrangement of the parts of a letter while typing as per a plan is called -----.

(Style, Method, Layout)

d) The official record of the proceedings of a meeting is termed -----.

(Memo, Notice, Minutes)

2. a) ----- letter is usually used to gain the attention of the receiver.

(Formal, Demi-official, Official)

b) ----- is the formal way of closing the body of the letter.

(Complimentary close, Salutation, Signature)

c) ----- is one of the most commonly used means of oral communication in business.

(e mail, FAX, Telephone)

d) ----- is the third step in the writing process in professional situations.

(Proof reading, Editing, Reading)

3. a) An e -mail message that is returned to the sender due to incorrect address or other problems is -----

(Spam, Bot, Bounce)

b) ----- is the document that outlines information about a forthcoming meeting.

(Circular, Notice, Agenda)

c) ----- is a supportive tool for augmenting human memory.

(Diary, Memory aid, Visual aid)

d) A plan listing a professional's engagements for a proposed trip is known as -----

(Diary, Agenda, Itinerary)

**(12 x 1 = 12 Marks)**

II. Answer any *nine* questions in two or three sentences. Each question carries 2 marks.

4. Smileys.
5. Full Block layout.
6. Inside address.
7. Resume.
8. Handouts.
9. Digital memory aids.
10. JAM presentations.
11. Inter office memorandum.
12. Spam.
13. Synopsis.
14. LCD projector.
15. Proof reading.

**(9 x 2 = 18 Marks)**

III. Answer any *six* questions in about 100 words. Each question carries 5 marks.

16. Advantages of telephone communication in business.
17. Format of Business Reports.
18. Digital Advertising.
19. Structure of a technical proposal.
20. Preparing Itinerary.
21. Paraphrasing.
22. Types of resume based on organization of details.
23. Layouts of letters.
24. Advantages of editing.
25. Tele- conferencing.

**(6 x 5 = 30 Marks)**

IV. Answer any *two* questions in about 300 words. Each question carries 10 marks.

26. Importance of Advertising in business.
27. Reasons for the popularity of communication via e-mail.
28. Different types of presentations.
29. Various types of business letters.

**(2 x 10 = 20 Marks)**

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