

18U431

(Pages: 2)

Name:

Reg. No.....

FOURTH SEMESTER B.A DEGREE EXAMINATION, APRIL 2020

(CUCBCSS -UG)

(Regular/Supplementary/Improvement)

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:

1. (a) _____ means transferring a figure from one column, page, or book to another.
(Carry over, Carry forward, Carry the day)
- (b) _____ means communication by letters.
(Correspondent, Correspondence, Corresponding)
- (c) _____ is a letter written in business, asking for information about goods
(Quotation letter, Order letter, Enquiry letter)
- (d) Memorandum is written in _____ person
(First, Second, Third)
2. (a) E-mail stands for _____ mail.
(Electric, Efficient, Electronic)
- (b) _____ serves as a guide to the participants in a meeting.
(Agenda, Minutes, Notice)
- (c) _____ is a greeting in a business letter.
(Subscription, Salutation, Identification)
- (d) In a business letter, second paragraph is _____
(Introduction, Development, Conclusion)
3. (a) A _____ is a statement containing an account of something
(Report, Layout, Resume)
- (b) In _____ presentations, the speaker speaks without interruption.
(Monologue, Guided, Sales)
- (c) _____ is a stock or amount held to deal with exigencies.
(Budget squeeze, Break even, Buffer)
- (e) Business letters are also called _____
(Snail-mail, email, cards)

(12 x 1 = 12 Marks)

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

- | | |
|-----------------------------|--------------------------|
| 4. Official correspondence. | 10. Complimentary close. |
| 5. Agenda. | 11. OHP |
| 6. Editing. | 12. Appreciation letter. |
| 7. Advertising. | 13. Business letter. |
| 8. Informative circular. | 14. Testimonial. |
| 9. Précis. | 15. Post script. |

(9 x 2 = 18 Marks)

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

16. Purpose and uses of business correspondence.
17. Presentation skills.
18. Telephonic skills.
19. Proofreading.
20. Circulars.
21. Importance and types of technical proposals.
22. E-mail writing.
23. Itinerary.
24. Resume and its types.
25. Meetings.

(6 x 5 = 30 Marks)

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

26. Elements and types of business letters.
27. Business reports.
28. The art of condensation.
29. Write a report on the pollution of water bodies in your locality through dumping of used plastic. Address it to the Director of pollution Control Board requesting him to inspect the water bodies and make the area a 'plastic free zone'.

(2 x 10 = 20 Marks)
