21U431   (Pages: 2)   Name: ....

                                                            Reg.No: ....

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2023
(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U FEN4 B06 - BUSINESS ENGLISH
(Functional English - Core Course)

(2019 Admission onwards)

Time : 2.5 Hours   Maximum : 80 Marks

                                                            Credit : 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. What does the term 'Communication' imply? Why is effective communication vital in today's world?

2. Who created the 7 c's of Communication?

3. What are the strategies for effective presentation?

4. What do you mean by Professional communication?

5. Adjustment Letter

6. Cover letter

7. What do you understand by business correspondence?

8. What is mixed typeface in e-mail?

9. Describe inter office memorandum.

10. Define circular.

11. Define the word 'interview'.

12. What do you mean by Technical interview?

13. What is meant by stress or skeet shoot interview?

14. How do you politely ask for an opinion?

15. How do you express your opinions politely and accurately?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

Answer *all* questions. Each question carries 5 marks.

16. Different forms of Communication.

17. Give some suggestions to improve your eye contact in the communication process.

18. What are the major elements in a resume?

19. What do you mean by an adjustment letter? Write an adjustment letter for the complaint you received for the delivery of computer products.

20. Features of office order.

21. Significance of an agenda.

22. Ennumerate the various differences between a letter report and a memo report.

23. How do you write a conclusion for a meeting?

(Ceiling: 35 Marks)

Part C (Essay questions)

Answer any *two* questions. Each question carries 10 marks.

24. How important is 'Effective Communication' in today's business world? Explain.

25. Types, importance and purposes of writing a business letters?

26. Types of Correspondence.

27. The mobile phone you purchased online has stopped working. Compose an e-mail to the online retailer asking for a replacement.

(2 × 10 = 20 Marks)

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