

22U431

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Name:

Reg.No:

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2024

(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. Define Interpersonal Communication.
2. What are barriers to communication?
3. What are the types of Presentations in business?
4. What do you mean by Negotiation skills?
5. Copy notation.
6. Chronological resume.
7. ATS
8. What is multiple - mailing?
9. Name some e-mail service providers.
10. Write a note on circulars of partnership and companies.
11. What are the three steps in the process of interview?
12. Explain Behavioural interview.
13. How do you politely ask for an opinion?
14. Give two useful expressions to express your opinion.
15. What is the meaning of Chairing in a meeting?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Difference between General and Professional communication.

17. Strategies for effective presentation.
18. What do you mean by an interview letter? As a company CEO write an interview letter for the post advertised.
19. Objectives of business correspondence.
20. Do's and don'ts while writing a memo.
21. How to write an effective office order?
22. Explain different types of minutes.
23. Discuss the ways; adopting which, you will exhibit confidence during an interview.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Write an essay on the Barriers to Communication.
25. What are the major elements of a Business Letter?
26. Editing and proof reading.
27. The elements of style in business reports.

(2 × 10 = 20 Marks)
