

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(FYUGP)

CC24UFEN1VN102 - ENGLISH FOR BUSINESS COMMUNICATION

(Functional English - Minor Course)

(2024 Admission - Supplementary/Improvement)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)Answer ***all*** questions. Each question carries 3 marks.

1. Define decoding. [Level:2] [CO1, CO2, CO3, CO4]
2. Analyze the impact of cultural differences on business communication. [Level:4] [CO1, CO2, CO3, CO4]
3. Discuss the difference between American style layout and hanging style layout in letter writing. [Level:2] [CO1, CO2, CO3, CO4]
4. Examine the role of a report in business communication and how it differs from a memorandum. [Level:4] [CO1, CO2, CO3]
5. List out the five standard patterns used in presentations, and how do they contribute to effective communication? [Level:1] [CO1, CO2, CO3, CO4]
6. Explain the factors that contribute to a productive group discussion? [Level:1] [CO1, CO2]
7. Explain the purpose of channels in Microsoft Teams. [Level:2] [CO1, CO2, CO3, CO4]
8. What is the purpose of a quorum in a meeting? [Level:1] [CO1, CO2]
9. List out the potential risks of accepting a job offer without negotiating. [Level:2] [CO1, CO2, CO3]
10. Explain three features of virtual conferences. [Level:2] [CO1, CO2, CO3, CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer **all** questions. Each question carries 6 marks.

11. Explain the principles of a successful business communication. [Level:5] [CO1, CO2, CO3, CO4]
12. Explain types of communication based on different parameters. [Level:2] [CO1, CO2, CO3, CO4]
13. Discuss in detail the categories of information generally included in a CV. [Level:2] [CO1, CO2, CO3, CO4]
14. Prepare a short report on opening a new branch of your company in the nearby town. [Level:6] [CO1, CO2, CO3, CO4]
15. Explain what a mock interview is and discuss its significance in preparing candidates for real job interviews. [Level:2] [CO1, CO2, CO3]
16. Compare the effectiveness of visual aids versus verbal explanations in an oral presentation [Level:4] [CO2, CO3, CO4]
17. What strategies can be employed to effectively engage the media during a press conference? [Level:2] [CO1, CO2, CO3, CO4]
18. Explain how social media can enhance networking opportunities for businesses. [Level:2] [CO1, CO2, CO3, CO4]
(Ceiling: 36 Marks)

Part C (Essay questions)

Answer any **one** question. The question carries 10 marks.

19. Explain in detail the different types of Communication based on different parameters. [Level:5] [CO1, CO2, CO3, CO4]
20. Discuss how Microsoft PowerPoint and Google Slides contribute to the overall effectiveness of business presentations, highlighting their unique features and how they can be applied in a professional setting. [Level:2] [CO1, CO2, CO3, CO4]

(1 × 10 = 10 Marks)
