

16U429

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Name:

Reg. No.....

FOURTH SEMESTER B.A DEGREE EXAMINATION, APRIL 2018

(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) The official record of the proceedings of a meeting is -----
(Report, Memo, Minutes)
- b) ----- is a mode of projecting the product before the consumer in an attractive manner.
(Advertising, Marketing, Sales)
- c) Inside address is absent in -----.
(Enquiry letter, Circular letter, Demi official letter)
- d) Dateline is placed on the ----- side of the letter in indented layout.
(Middle, Right, Left)
2. a) The list of topics to be discussed at an official meeting is -----.
(Minutes, Agenda, Report)
- b) Large pads of papers revealing visual presentations is -----.
(Flipchart, Calendar, Notebook)
- c) Brief written communication circulated within an organization is -----.
(Agenda, Minutes, Memo)
- d) ----- is a memory aid in diary writing.
(Calender, OHP, Flipchart)
3. a) P.S stands for -----
(Post Script, Paid Script, Perfect Script)
- b) An account specifying quantity, quality and prices of goods sold to someone is -----
(invoice, price tag, receipt)
- c) ISD stands for International Subscriber -----.
(Details, Deals, Dialing)
- d) Writing a date prior to the actual date in a letter is termed -----.
(Ande-dating, Anti-dating, Ante-dating.)

(12 x 1 = 12 Marks)

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

4. Technical proposal.
5. AIDA formula.
6. Copy notation.
7. Electronic resumes.
8. Emoticons.
9. Basic purposes of presentations.
10. Copy marking.
11. Spam.
12. Proof reading.
13. Three types of correspondence.
14. Complimentary closes.
15. Memos.

(9 x 2 = 18 Marks)

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

16. Lay outs of Business letters.
17. Differentiate between Report and Minutes.
18. Features of a Circular letter.
19. Over Head Projector.
20. Diary writing in business.
21. Flip Charts.
22. Memorandum.
23. Presentation skills.
24. E-Mail etiquettes.
25. Importance of Business correspondence.

(6 x 5 = 30 Marks)

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

26. Types of Reports.
27. Features of good Technical proposal.
28. Parts of a Business letter and their positioning.
29. Strategies for making effective presentation.

(2 x 10 = 20 Marks)
