

19U449

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Name:

Reg.No:

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2021

(CBCSS - UG)

CC19U FEN4 B06 - BUSINESS ENGLISH

(Functional English - Core Course)

(2019 Admission - Regular)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

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

1. What do you mean by correspondance in Business?
2. What do you mean by Media Communication?
3. Explain any three of the 7 c's of Communication.
4. What are the skills required for negotiation?
5. Mailing notation
6. Collection Letter
7. Explain the term circulars.
8. What is office memorandum?
9. What is a notice?
10. Define informal report.
11. How do you politely ask for clarification?
12. Postscript.
13. How do you express your opinions politely and accurately?

14. Solicited inquiry letter.
15. What is meant by Chairing a meeting?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Explain the process of Communication.
17. How can we improve our negotiation skills?
18. Write an appointment letter for a suitable candidate for the post of an English Teacher.
19. Write a brief note on preparation 'before and during an interview'.
20. What are the common problems faced by e-mail users?
21. Essentials of office order.
22. Difference between a memo and a circular
23. Format of Business letters.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Non verbal communication and Body language. Expand.
25. What are the major elements of a Business Letter?
26. What are the major types of Business letters?
27. Emails capture the spirit of the age. Explain?

(2 × 10 = 20 Marks)
