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(Pages: 2)

Name:

Reg. No.....

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2021

(CUCBCSS -UG)

CC15U FEN4 B06 – ENGLISH FOR BUSINESS COMMUNICATION

(Functional English - Core Course)

(2015 to 2018 Admissions - Supplementary/Improvement)

Time: Three Hours

Maximum: 80 Marks

I. Answer the following bunches of questions:

1. (a) _____ letter is a response to complaint letter. (enquiry, dunning, adjustment)
- (b) Business letters are sometimes called _____ in contrast to e-mails.
(electronic mails, spam mails, snail mails)
- (c) The written proceedings of a business transacted during a meeting are called ____
(minutes, agenda, memorandum)
- (d) _____ is written to briefly present the main findings of a study.
(Report, Proposals, Circulars)
2. (a) _____ letter is a notification sent in writing, informing a consumer of his past due payments. (Collection, Compliances, Order)
- (b) The statement in which all the terms and conditions of all the sellers is copied is called _____
(comparative statement, comparing statement, comprehensive statement)
- (c) The two main important skills that you need in a telephone communication are _____
(Writing and Speaking, Speaking and Listening, Listening and Reading)
- (d) A record of events, transactions or observations kept daily or at frequent intervals in a business firm is called _____ (diary, dairy, letter)
3. (a) The word 'itinerary' means _____ (plan, schedule, route)
- (b) The buyer sends the _____ letter to the seller for the purpose of buying the materials. (order, quotation, enquiry)
- (c) _____ marks the end of the body of the letter.
(Salutation, signature, complimentary close)
- (d) _____ letter written by the seller to the buyer stating his own terms and conditions for the sale of his product. (order, quotation, enquiry)

(12 × 1 = 12 Marks)

II. Answer any *nine* out of the following in two or three sentences each:

- | | |
|------------------------------|----------------------------------|
| 4. Postscript. | 10. Précis. |
| 5. Proof reading. | 11. Enclosures. |
| 6. Solicited enquiry letter. | 12. Circulars. |
| 7. Notices. | 13. What is advertising? |
| 8. Memory aids. | 14. Visual aids in Presentation. |
| 9. Memorandum. | 15. Complaint Letter. |

(9 × 2 = 18 Marks)

III. Answer any *six* of the following in about 100 words each:

16. Write a note on different formats (layout) of business letters.
17. Write a short note on Editing and Proof reading.
18. Presentation skills.
19. E mail writing.
20. Technical proposals.
21. Write a brief note on meetings and Chairing a meeting.
22. Define Resume and write a resume for the post of an English Teacher.
23. Write a quotation letter for various computer related products required for a language lab.
24. Write a situational dialogue – Reserve a hotel room for the official meeting of the organization.
25. Write a brief note on the common business terms with their usage.

(6 × 5 = 30 Marks)

IV. Answer any *two* of the following in about 300 words each:

26. Definition, meaning and importance of Business correspondence.
27. Write a detailed note on the elements of a Business letter.
28. Write the definition, significance and salient features of a business Report.
29. Telephonic skills in Business Practices.

(2 × 10 = 20 Marks)
