

20U446

(Pages: 2)

Name:

Reg.No:

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2022

(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. What is meant by Noise?
2. What do you mean by Media Communication?
3. What do you mean by the seven c's of Communication?
4. What are the strategies for effective presentation?
5. Copy notation.
6. Complaint letter.
7. Electronic resume.
8. Explain BCC in e-mail.
9. What are the major components of a meeting?
10. What is project report?
11. Define the word 'interview'.
12. What do you mean by Technical interview?
13. What is meant by stress or skeet shoot interview?
14. What does it mean to chair a meeting?
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. Features of Successful professional communication.
17. Write some tips to keep in mind while using gestures and other hand movements.
18. What are the major purposes of writing a business letter?
19. What are the elements of a business letter?
20. What are the disadvantages of e-mail?
21. Features of office order.
22. Difference between a memo and a circular.
23. Write a conversation on 'seeking an opinion'.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Write an essay on the kinds of presentations in business.
25. Editing and proof reading.
26. What are the major features of a selling Resume? Write the major contents of a Resume.
27. Salient features of memorandum.

(2 × 10 = 20 Marks)
