

24U142

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Name :

Reg. No :

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(FYUGP)

CC24U FEN1 VN102 - ENGLISH FOR BUSINESS COMMUNICATION

(B.A. Functional English - Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. Explain why effective business communication is essential in a professional environment. [Level:2] [CO1]
 2. Define Grapevine. [Level:1] [CO1, CO2]
 3. Discuss the difference between American style layout and hanging style layout in letter writing. [Level:2] [CO1, CO2, CO3, CO4]
 4. Compare the different stages of a collection letter, highlighting how each stage escalates the message. [Level:4] [CO1, CO2]
 5. Compare and contrast the effectiveness of in-person versus virtual group discussions. [Level:4] [CO1, CO2]
 6. List the main steps involved in a business meeting. [Level:1] [CO1, CO2]
 7. Explain how social media helps in building brand identity. [Level:2] [CO1, CO2, CO3, CO4]
 8. How do you keep your skills current in a constantly changing industry? [Level:1] [CO1, CO2]
 9. Explain the format of oral presentations. [Level:2] [CO4]
 10. Explain three features of virtual conferences. [Level:2] [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:2] [CO1, CO2]
12. Explain the importance and role of communication in Business. [Level:2] [CO1, CO2]

13. List out the characteristics of a good report. [Level:1] [CO2]
14. List out the e-mail etiquette in a paragraph. [Level:1] [CO2]
15. Examine the role of rehearsal in developing presentation skills. How does practicing delivery impact confidence and effectiveness during the actual presentation? [Level:4] [CO3, CO4]
16. Assess how verbal and non-verbal communication skills affect negotiation outcomes. In what ways can effective communication contribute to successful negotiations? [Level:5] [CO3, CO4]
17. Evaluate the purpose of a press conference in mass communication. [Level:5] [CO3, CO4]
18. Explain how Zoom facilitates virtual business meetings and enhances communication between remote teams. [Level:2] [CO3, CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

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

19. Explain Communication and the process of communication in detail. [Level:2] [CO1, CO2]
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] [CO3, CO4]

(1 × 10 = 10 Marks)
