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Name : ....

Reg. No : ....

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2025

(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. Define Communication.

2. Define Interpersonal Communication.

3. What are the strategies for effective presentation?

4. What are the elements of body language?

5. What do you mean by Negotiation skills?

6. What are the features of Professional communication?

7. What is a business letter?

8. Solicited Enquiry letter.

9. Appointment letter.

10. Paper copy resume.

11. What is mean by Correspondence?

12. What is a memo?

13. Write a note on notices.

14. What does it mean to chair a meeting?

15. How do you express your opinions politely and accurately?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. What do you mean by an Enquiry letter? Write an example for solicited enquiry letter?

17. Write an appointment letter for the post of an English teacher which you advertised in a newspaper and conducted an interview.

18. Describe email- etiquettes.

19. Structure of formal reports.

20. List out some frequently asked questions during interviews.

21. Give few verbal and non verbal tips required before, during, and after an interview.

22. How to express opinions effectively?

23. How do you politely end an online meeting?

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Write a essay on the 7 c's of Communication with examples.

25. Differentiate between report and minutes.

26. How far is body language important to succeed in an interview? Discuss in detail.

27. Discuss the interview process and the various stages that a candidate has to face for getting a job.

(2 × 10 = 20 Marks)

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