

U.G. (CBCS) DEGREE EXAMINATION, APRIL 2023.

Fourth Semester

English

Non Major Elective – BUSINESS
COMMUNICATION/BUSINESS ENGLISH

(For those who joined in July 2017-2020)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ is one of the most prized possessions of man.
 - (a) Language
 - (b) Family photos
 - (c) A piece of jewelry
 - (d) A computer

7. A letter sent in reply to an enquiry is called a _____ letter.
 - (a) job application
 - (b) claim
 - (c) quotation
 - (d) enquiry
8. _____ are the official record of the business transacted at a meeting.
 - (a) Agenda
 - (b) Notice
 - (c) E mail
 - (d) Minutes
9. Advertising on _____ is more illustrative than any other medium.
 - (a) TV
 - (b) Radio
 - (c) Magazine
 - (d) Newspaper
10. Graphic aids make your communication _____.
 - (a) Complex
 - (b) Easy
 - (c) Arduous
 - (d) Problematic

2. The _____ communication is both downward and upward.
 - (a) Visual
 - (b) Vertical
 - (c) Verbal
 - (d) Non verbal
3. The _____ is the Cheepest and the most useful aid requiring a minimum of expertise.
 - (a) Tape-recorder
 - (b) Powered speakers
 - (c) Black board
 - (d) Data projectors
4. _____ became the standard symbol for E-mail.
 - (a) #
 - (b) +
 - (c) ;
 - (d) @
5. Each report has a _____ purpose.
 - (a) specific
 - (b) universal
 - (c) generic
 - (d) non specific
6. Every proposal writer should know the factors of _____.
 - (a) Communication
 - (b) Persuasion
 - (c) Production
 - (d) Words making

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) State the importance of communication.

Or

 (b) Describe the functions of communication in an organization.
12. (a) How is the cinema used as an aid in teaching?

Or

 (b) Explain the Anatomy of a good email.
13. (a) How to evaluate a technical proposal?

Or

 (b) What makes a good report?
14. (a) Suggest a few guidelines to write a sales letter.

Or

 (b) Mention the typical uses of a manual.
15. (a) Specify the basic principles of advertising.

Or

 (b) Differentiate a dependent table and an independent table.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Write an essay on the Barriers to communication.

Or

- (b) Summarise the importance of communication in an organization.

17. (a) "Audio-visual aids are also called instructional material"-Illustrate with example.

Or

- (b) Prove email writing is a vital aspects of business communication.

18. (a) Attempt an essay on the components of a formal report.

Or

- (b) Examine the elements of a technical proposal.

19. (a) State some of the purposes for which a business letter is written.

Or

- (b) Analyse the features of a Manual.

20. (a) Comment on the use of language in advertisement.

Or

- (b) How are figures classified?
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