

(6 pages)

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U.G. (CBCS) DEGREE EXAMINATION,
NOVEMBER 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 the essence of business communication.
- (a) brevity
(b) courtesy
(c) coherence
(d) facts

2. A _____ is used as a means of official communication within a company or an organization
- (a) Agenda (b) Minutes
(c) Circulars (d) Memo
3. _____ can be benefitted from audio-visual aids
- (a) Down's syndrome
(b) visually challenged
(c) normal
(d) physically challenged
4. _____ are addressed to colleagues functioning within a team.
- (a) formal mails (b) informal mails
(c) semi-formal mails (d) circulars
5. All reports are _____
- (a) subjective (b) objective
(c) personal (d) impersonal

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6. _____, also known as business proposals
- (a) Sales proposals
(b) technical proposals
(c) research proposals
(d) marriage proposals
7. The person who initiates the communication process is
- (a) receiver (b) sender
(c) medium (d) communicator
8. Minutes are always written in the _____ tense.
- (a) simple past (b) simple present
(c) future (d) past continuous
9. The Client of an advertising agency is called _____
- (a) Customer (b) Major
(c) Corporate (d) Account
10. _____ are the means of reaching different markets.
- (a) television (b) radio
(c) newspapers (d) magazines

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PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain Verbal Communication.
- Or
- (b) Explain the characteristics of good Business Writing.
12. (a) What are Audio-Visual aids?
- Or
- (b) How can Emails serve as effective means of communication?
13. (a) What are the parts of formal report?
- Or
- (b) What are the two types of technical proposals? Explain them.
14. (a) What is the purpose of a Formal letter in Business Correspondence.
- Or
- (b) What is Manual in accounting?

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[P.T.O.]



15. (a) What are the advantages of Advertising?

Or

(b) Explain the uses of tables.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain any five barriers of communication?

Or

(b) Imagine yourself as the senior manager of a company called Direct solutions. One of your clients had ordered few software products, which you have delivered. However, only half the payment has been received. In spite of repeated phonecalls, the client has not cleared the pending payment.

Draft a cover letter for the same, referring to dire consequence that could be taken in case of unfulfilled payment.

17. (a) Explain the characteristics of Audio-Visual aids.

Or

(b) Explain the steps to be followed in writing an effective and appropriate Email.

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18. (a) Explain the characteristics of a Formal report.

Or

(b) What is Technical Proposal? How do we write technical proposal.

19. (a) Discuss the meaning and importance of Business Correspondence.

Or

(b) Discuss the importance of Manual in business correspondence.

20. (a) Explain the advantages and disadvantages of advertising.

Or

(b) Explain the advantages of using Graphic Aids.

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