

(8 pages)

Reg. No. :

Code No. : 30353

Sub. Code : APCM11/
CPCM11

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

First Semester

Add on Major

PROFESSIONAL ENGLISH FOR COMMERCE AND
MANAGEMENT - I

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which of these must be avoided in business letters?
- (a) polite words (b) Formal words
(c) Abbreviations (d) clear detail

2. Which of the following word is correct?
- (a) Etiquette (b) Etiquete
(c) Ettiquette (d) Ettiquete
3. Which of the following is most important when reading a text?
- (a) Reading with impeccable pronunciation
(b) Impeccable reading with punctuation
(c) Proper understanding of the lesson
(d) Fast reading
4. A teacher asks her students to join sentences to make a short paragraph, inserting supplied connectors and coherence markers like (But, and, however, because, although, etc.)
- The teacher is trying to improve students _____ skills
- (a) Writing (b) Listening
(c) Reading (d) Speaking
5. When is brainstorm important to do?
- (a) Never
(b) Do it every time people write and never don't do it
(c) it's never important to do
(d) it's important for writing essays and things as important as them

6. During Group Discussion, the participants can
- (a) Discuss many topics
 - (b) Remain silent
 - (c) Talk to just one person
 - (d) None of the above
7. Programmed decisions have all the following features except
- (a) Deal with routine and repetitive problems
 - (b) Readymade solutions available
 - (c) The conditions are highly certain
 - (d) made by top management people
8. The language of the report should be _____
- (a) Formality (b) Formal
 - (c) Casual (d) Loose
9. Every sentence has two essential parts a _____ and a _____
- (a) Clause, Predicate
 - (b) Subject, Phrase
 - (c) Predicate, Subject
 - (d) Subject, Clause

10. _____ can be used to show the omission of a verb in a sentence
- (a) Comma (b) Colon
 - (c) Full stop (d) The hyphen

PART B — (5 × 5 = 25 marks)

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

11. (a) Discuss the difference between a business letter and an email.
- Or
- (b) State the hints for drafting an offer letter.
12. (a) Explain the different styles of reading academic texts.
- Or
- (b) Write the definitions of the following words
- (i) Dividend (ii) Dead Line
 - (iii) Trade (iv) Annuity
13. (a) State the significance of negotiation skills.
- Or
- (b) Write a note on classification of essays.

14. (a) What is the role of time management in the present age?

Or

(b) Explain three 3Ps of presentation.

15. (a) What are the formats of note making?

Or

(b) Make a five slide power point presentation on "Impact of technology on small and medium enterprises"

(i) Title

(ii) List of Contents

(iii) Narration about small and medium enterprises

(iv) Positive impact

(v) Negative impact

PART C — (5 × 8 = 40 marks)

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

16. (a) You bought a washing machine a week ago but when you got home you discovered it did not work properly. You called customer service to report the problem but you have

not yet received any help. Write a letter of complaint to the manager to take action immediately.

Or

(b) You may be familiar with several apps in the android phone. Discuss any two apps which are useful for your studies.

17. (a) What are the steps followed to write extended definitions?

Or

(b) Imagine you are using a WhatsApp to explain the features of a proposed product which is a mobile. Mention the following details.

Name of the product

Target audience

Specific details of the product

Compare it with existing product and state why it stands better

Explain how they will feel while using the product

Think of story that can connect the product with Audience.

Use sensory words to describe the product

Include a product review.

18. (a) Write an essay on "Digitalization"

Or

(b) Explain the general tips on group discussion.

19. (a) Fill in the spaces with appropriate model verbs:

(i) Drafting an outline of the presentation _____ help in organizing major points you intend to cover. You _____ make a plan of each slide that shows the layout in the order you'd like to present them.

(ii) You _____ choose the wording for the title slides carefully so there will be little room for misinterpretation

(iii) Visual/graphs _____ made use of for better understanding

(iv) If huge graphics is necessary you _____ use one slide for the graphics and another for the accompanying text.

Or

(b) Write recommendations to be followed to boost up our economy of our country in the post covid - 19.

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20. (a) What are the marketing strategies taken by the Apple company to compete with the digital giants.

Or

(b) Write a note on

(i) Professional skills

(ii) humans skills

(iii) ethics

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