

(7 pages)

Reg. No. : .....

Code No. : 30354

Sub. Code : APCM 21/  
CPCM 21

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

Second Semester

Add on Major

PROFESSIONAL ENGLISH FOR COMMERCE  
AND MANAGEMENT – II

(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. Choose the appropriate antonym of MITIGATE from the following options
- (a) Abate
  - (b) Aggravate
  - (c) Deserts
  - (d) Devises

2. What is the abbreviation of "SEBI"?
- (a) Sales Enterprise Business Inflation
  - (b) Securities and Exchange Board of India
  - (c) Sales Exchange Board of India
  - (d) Security Board of India
3. Choose the one which best expresses the synonym of "VULNERABLE"
- (a) secure
  - (b) exposed
  - (c) Protected
  - (d) Guarded
4. Indirect persuasion would be most appropriate for someone who is
- (a) Talking to a group of non-smokers about the dangers of smoking
  - (b) Taking to a group of Republicans about the merits of a democratic proposal
  - (c) Talking to students who are in class on time about the importance of promptness over tardiness
  - (d) talking to a group of teachers about the value of education

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5. What will be the third stage of listening?
- (a) Responding
  - (b) Evaluating
  - (c) Understanding
  - (d) Remembering
6. Which of these is not a type of interview?
- (a) Stress Interview
  - (b) Screening Interview
  - (c) Group Interview
  - (d) Behavioural Interview
7. A creative person is most likely
- (a) Left brained
  - (b) Right brained
  - (c) both left and right brained
  - (d) No brain
8. When you expand your ideas and add many details to a project, you are using
- (a) Elaboration
  - (b) Fluency
  - (c) Originality
  - (d) Flexibility

9. Which of the following is not the way to communicate better with your colleagues at work?
- (a) Listen actively
  - (b) Speak with distraction
  - (c) Construct criticism
  - (d) Build and earn trust
10. "I was late because I missed the bus" Choose the correct function of the phrase.
- (a) To enquire
  - (b) To inform
  - (c) To explain
  - (d) To advise

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Identify singular or plural from the following word
- (i) Data
  - (ii) Fact
  - (iii) Consensus
  - (iv) Strategy
  - (v) Prototype

Or

- (b) State the advantages and disadvantages of credit cards.

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[P.T.O.]

12. (a) What are the points to be considered to make an effective extempore?

Or

(b) Identify the name of the product which the caption represents

Believe the Best .....

Connecting people....

Think Different....

race, space, pace....

A better life, A better world

13. (a) List some of the basic digital tools that beginners should know about.

Or

(b) Discuss the importance of having a website.

14. (a) What are the important steps for successful communication?

Or

(b) How can we increase the satisfaction of our employees?

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15. (a) What is the structure of Power point presentation?

Or

(b) What are the points to be noted to make the minutes of a meeting?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) How do banks help ordinary people?

Or

(b) How vision and creativity contribute to successful leadership?

17. (a) Draft an argumentative essay on "Digital India — a sign of progress".

Or

(b) What are the advantages of E-commerce?

18. (a) What is active listening ? What are the steps involved in active listening?

Or

(b) What are some of the digital skills that businesses expect employees to possess?

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19. (a) Explain the steps involved in the creation of a blog.

Or

(b) Explain the problem solving methods for creative thinking in communication.

20. (a) Write a note on the points to remember while describing a company profile.

Or

(b) What are the points are considered for developing a good paraphrasing?

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