

B.Com./B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2023.

First Semester

Add on Major

PROFESSIONAL ENGLISH FOR COMMERCE AND
MANAGEMENT — I

(For those who joined in July 2020–2022)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

1. ACE is _____
- (a) a mobile (b) an app
(c) an electronic device (d) none

2. What does the phrase "trapped in the web" of advertisement mean?
- (a) losing the control
(b) catching the situation
(c) closed in the web
(d) none
3. What is capital?
4. Ora Snyder sold candy near the college.
(a) True (b) False
5. Expand MRTP _____.
6. Accounts create _____
- (a) company file
(b) financial statement
(c) marketing management
(d) communication
7. _____ is the understanding of the stock market democratic.
- (a) Internet (b) Access
(c) Shares (d) Dividend

8. _____ is an important of advertising.
- (a) Entertainment (b) Language
(c) Impersonal (d) Creativity
9. _____ skills highlight the potential of the student.
- (a) Presentation (b) Management
(c) Personal (d) Body
10. The negotiation strategy depends upon _____
- (a) parties (b) interest
(c) behaviour (d) all the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Match the words in the column A with their meaning in column B.
- | | | | |
|------------------|--|---|--|
| A | | B | |
| (i) Founder | (1) Sudden large increase | | |
| (ii) Pandemic | (2) Someone who starts a business | | |
| (iii) Spike | (3) Something that makes people believe | | |
| (iv) Credibility | (4) Feeling of great fear | | |
| (v) Panic | (5) Disease that spread over the whole world | | |
- Or
- (b) Explain Do's and Don't's in an interview.

12. (a) Fill in the blanks with suitable words/phrases given in brackets.
- (secured, uncertain, exposed, on, expand, off, good)
- (i) We have just secure our funding and hope to _____ the services.
- (ii) Everything is _____ at the time of pandemic.
- (iii) It is digitally _____.
- (iv) Students can take up the exam without being _____ to virus.
- (v) When the app is activated, the camera in your mobile will be _____.

Or

- (b) State the logo and mission statements of your college.
13. (a) Fill up the blanks with suitable words/phrases given in brackets.
- (idea, Germany, mails, good, voice, vision)
- (i) I had nobody backing me and no background in what so ever in this area, but I did have an _____ and a _____.
- (ii) We reach 50 million people and we're about to expand into other countries including _____.
- (iii) We are the _____ of start-up entrepreneur in India.

- (iv) Now we get 400 to 500 _____ per day from people who want to be heard.
 (v) The digital world will do more _____ to women and poor people.

Or

- (b) Draft a job acceptance letter.

14. (a) Fill in the blanks with suitable words / phrases given in the brackets :
 (innovation, alternatives, goals and objectives, business affairs, decision)
 (i) Decision-making is a process of choosing between _____
 (ii) Analyze the situation and take a proper _____
 (iii) Taking proper decision at proper time will help achieving organizational _____
 (iv) Tight decision helps to manage all _____
 (v) Proper decision-making facilitates _____

Or

- (b) Write a detail note on "Time management".

15. (a) Explain the impacts of technology on small and medium enterprises.

Or

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- (b) Fill in the blanks with suitable words from the options given in brackets.

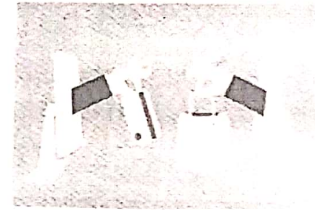
(dividing, access, exit, internet, shares)

The _____ has made the understanding of the stock market democratic. Now everyone has _____ to knowledge about stocks and _____. The _____ line between a common investor and a big investor does not _____ any more.

PART C -- (5 × 8 = 40 marks)

Answer ALL questions.

16. (a) Express your view on this picture.



Or

- (b) Write an essay about "Dr. Sundar Pichai".

17. (a) What is flow chart? Explain its process.

Or

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- (b) Fill in the blanks with suitable links given in the bracket :

(in spite, finally, before, yet, on the other hand, but, us, because, unlike, although)

- (i) The train had left _____ I reach at the station.
 (ii) I had an umbrella, _____ I got wet.
 (iii) _____ of the rain, they went on a picnic.
 (iv) _____ the matter was settled.
 (v) Ravi loves football. _____ his brother loves cricket.
 (vi) Rama is short tempered _____ like her mother.
 (vii) He missed the flight _____ he came late.
 (viii) Joe went to the theatre _____ couldn't get the ticket.

18. (a) Fill in the blanks with suitable preposition from the bracket :

(during, in, of, on, at, to, for)

Market researchers conducted _____ consumer opinion regarding goods, services, and people's attitudes and beliefs. Business need to conduct market research _____ all stages _____ a product life cycle. It is extremely important _____ introduction

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stage to reach the right market to increase the sales _____ the growth stage _____ maintain the sales momentum. Market research during maturity will help in understanding the changes _____ the market to decide _____ the strategies to extend life of the product.

Or

- (b) Draw a letter of first reminding to collect the outstanding amount from the customer.

19. (a) Explain the impact of advertising on sales performance.

Or

- (b) Discuss the characters of a good team leader.

20. (a) Correct the following jumble words :

- (i) Lizationlibera
 (ii) Tizationpriva
 (iii) Catadincul
 (iv) Curringin
 (v) Getionobli
 (vi) Lienceresil
 (vii) Legatingde
 (viii) Plementingim.

Or

- (b) Describe the process of power point presentation.

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