

(8 pages)

Reg. No. : .....

Code No. : 10354

Sub. Code : APCM 21/  
CPCM 21

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

Second Semester

Add on Major

PROFESSIONAL ENGLISH FOR COMMERCE AND  
MANAGEMENT — II

(For those who joined in July 2020–2022)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. Add prefix to the following word "own" \_\_\_\_\_.
2. What is commerce?
3. SBA stands for
  - (a) Small Business Association
  - (b) Small Business Article
  - (c) Size Business Association
  - (d) Size Business Articles

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Choose the correct synonyms (Lessen, poor respect, prevent, remove, praise, words)
  - (i) Lexis
  - (ii) Kudos
  - (iii) Impede
  - (iv) Jettison
  - (v) Deference.

Or

- (b) What are the advantages of credit cards?

12. (a) Elaborate the acronym given below :

- (i) SBI
- (ii) GDP
- (iii) MESBIC
- (iv) P/L.

Or

4. Give synonyms for the word "Explains".
5. Self introduction means introducing
  - (a) Another
  - (b) Neighbour
  - (c) Parents
  - (d) One self
6. \_\_\_\_\_ is the function of the modern world.
  - (a) Banking
  - (b) Insurance
  - (c) Company
  - (d) Partnership
7. \_\_\_\_\_ is very important in self introduction.
  - (a) Work Aptitude
  - (b) Health
  - (c) Facial work
  - (d) Family background
8. Correct singular for "trees" is \_\_\_\_\_
  - (a) Tree
  - (b) Treen
  - (c) Tre
  - (d) Treed
9. Correct adjectives for "poor old" is \_\_\_\_\_
  - (a) Artists
  - (b) Beggar
  - (c) Bread
  - (d) Mansion
10. Find out the word IN\_ENTI\_ \_S.

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- (b) Find the correct glossary (Fake, Answer, Average, Respect, in a sensible way, Separation, inhabitants)

- (i) Responsibly
- (ii) Isolation
- (iii) Response
- (iv) Pseudo
- (v) Run of the mill.

13. (a) Dialoge writing :

Mohan : Hai! I am Mohan \_\_\_\_\_.

Babu : Hai! Me too! \_\_\_\_\_?

Mohan : O.K. \_\_\_\_\_ B.Com. (B & I) stream.

Babu : Yea. I am very much interested in banking and insurance field.

Mohan : \_\_\_\_\_!

Or

- (b) What is meant by social media?

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14. (a) Match the words in the box with the images given below and write their meaning.



Brand ambassador      metro city      concept      water filter

Or

- (b) Match the following words or phrases with their meaning :

- (i) Seed funding - To know something thoroughly or completely  
 (ii) Acuity - The determination to do something  
 (iii) Dilute - A complicated and inconvenient situation  
 (iv) Resolve - To weaken the strength or quality of something  
 (v) "in and out" - The capital that an investor invests in a start-up company

15. (a) How to create google meet.

Or

- (b) Explain the importance of poster making.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) What is mass marketing? Is it plays vital role in the modern society?

Or

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- (b) Choose the correct antonyms (Love, Repulsive, Create, Flexible, Fat, Back, Protect, Exciting, Slowness)

- (i) Alacrity  
 (ii) Banal  
 (iii) Decimate  
 (iv) Façade  
 (v) Lanky  
 (vi) Obliterate  
 (vii) Quait  
 (viii) Rancour

17. (a) Dialog writing :

Chairman : Good Morning Sir, \_\_\_\_\_

Chief guest : I take it my privilege to participate in your college day function.

Chairman : Shall I introduce the \_\_\_\_\_ of various association of our college, Sir?

Chief guest : \_\_\_\_\_

Chairman : He is Mr. x, \_\_\_\_\_ of Tamil association pleased to meet you, Sir.

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Mr.x : \_\_\_\_\_  
 Chief guest : \_\_\_\_\_  
 Chairman : Mr.x is an active secretary  
 Chief guest : I see \_\_\_\_\_  
 Chairman : He is Mr. y the secretary of English association  
 Mr.y : Pleased to meet you sir.

Or

- (b) Write a short notes on :

- (i) Mobile phone  
 (ii) Computer.

18. (a) What is an advertisement and bring out its function?

Or

- (b) Fill in the blanks with the appropriate words.

- (i) She is \_\_\_\_\_ the sweetest of the four girls (by chance/by far)  
 (ii) Of the three businessmen, Suraj is \_\_\_\_\_ the wealthiest (easier, easily)  
 (iii) After her parents arranged individual tuition she learned \_\_\_\_\_ quickly (a bit more, little)

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- (iv) You can cook \_\_\_\_\_ quickly if you have a three burner stove. (far and more, far more)  
 (v) You can make it \_\_\_\_\_ more interesting with visuals. (a great deal, deal)  
 (vi) It was a grand wedding. The venue was decorated \_\_\_\_\_ (exquisitely, cheaply)  
 (vii) The doctor who is an expert, examined the patient \_\_\_\_\_ (thoroughly, painfully)

19. (a) Explain the tips for writing between instagram caption.

Or

- (b) How to create a short films.

20. (a) What are the structure of minutes?

Or

- (b) Explain the demerits of power point presentation.

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