



M 809

Reg. No. :

Name :



**VI Semester B.A./B.Sc./B.Com./B.B.A./B.B.A.T.T.M./B.B.M./B.C.A./B.S.W./
B.A. Afsal UI Ulama Degree (CCSS – Regular)
Examination, April 2012
OPEN COURSE IN ENGLISH
6D02 ENG : English For Business Purposes**

Time : 2 Hours

Max. Weightage : 20

- I. Write an essay on **any one** of the following in about **200** words.
1. Explain the different types of communication.
 2. Essential features of Business English. (1×4=4)
- II. Answer **any two** of the following in a paragraph of **80** words.
3. Importance of non-verbal communication.
 4. Different functions of communication.
 5. International Intelligibility of English.
 6. Internet and English. (2×2=4)
- III. Answer **any two** of the following in a paragraph of **80** words.
7. You are the librarian of XYZ Institute of Commerce. Write a letter to Cosmo Books, Calicut to purchase some books for the library of the Institute.
 8. Imagine that you are the Human Resource Manager of Sunderland. Write an E-mail in reply to an application seeking employment with your company.
 9. Prepare a product description of a Laptop.
 10. You are a student of ABCD College. Write a brief profile of your college to be included in the directory of colleges to be published by the Kerala State Higher Education Council. (2×2=4)

P.T.O.



IV. Answer **any six** of the following short questions in **two** or **three** sentences :

11. What is meant by mediation ?
12. What are the limitations of oral communication ?
13. What is meant by an agenda ?
14. What are the different kinds of meetings ?
15. Why is telephone conversation very vital in the transactions of business ?
16. What are the different varieties of English ?
17. What is meant by neutral accent ?
18. What are the advantages of video conferencing ?

(6×1=6)

V. Answer the **two** following bunches of questions.

19. A) The tone of sales letter is _____

- | | |
|----------------|------------------|
| a) Persuasive | b) Authoritative |
| c) Impertinent | d) Exclamatory |

B) Language is essentially used for _____

- | | |
|--------------------|--------------------|
| a) Self-expression | b) Verbal thinking |
| c) Problem solving | d) Communication |

C) Which of the following is an interactive communication through hyperlinks ?

- | | |
|----------------------|---------------------|
| a) Telephone | b) Voicemail |
| c) Instant messaging | d) Internet/Website |

D) Which of the following is not a non-verbal form of communication ?

- | | |
|------------|---------------------------|
| a) Gesture | b) Eye contact |
| c) Posture | d) Telephone conversation |



20. A) Which of the following is not part of a business letter ?

- a) The Full Box Form
- b) The Hanging Box Form
- c) The Modified Box Form
- d) The Triangular Box Form

B) "Yelling" and "Whispering" are defects of _____

- a) Voicemail
- b) E-mail
- c) Agenda
- d) Video Conferencing

C) Official record of the business transaction at a meeting is _____

- a) Agenda
- b) Minutes
- c) Notice
- d) Report

D) Characteristics of an advertisement are _____

- a) Catching attention
- b) Arousing desire
- c) Supplying convincing details
- d) All the above

(2x1=2)