



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 – Reg./Supple./Improv.)**

**Examination, May 2015**

**OPEN COURSE**

**6D02 ENG : English for Business Purposes**

Time : 2 Hours

Max. Weightage : 20

- I. Write an essay of about **200** words on **any one** : **(Weightage 1×4=4)**
- 1) Explain the diff. functions of communication.
  - 2) How has the internet facilitated business communication ?

- II. Write paragraph answers in **80** words on **any two** of the following : **(Weightage 2×2=4)**

- 3) LSRW
- 4) Advantages of E-mail.
- 5) Standard English
- 6) Video conferencing.

- III. Write paragraph answers in **80** words on **two** of the following : **(Weightage 2×2=4)**

- 7) Gangapur Plastic Company in Tekanpur, Madhya Pradesh, receives complaint from colour plastics dealer Rajalaxmi layout regarding delay in dispatch of the order. Write a suitable reply.
- 8) Prepare the brochure of Kerala State Govt. promoting tourism in our State. Highlight the ascotic locations and the packages provided by the State.
- 9) As a customer of your bank, draft a letter requesting them to release a sum of Rs. Fifteen Lakhs that you have availed as house loan.
- 10) Write a brief profile of your computer company 'Neologics' to be included in the business directory of Technopark.



IV. Answer **any 6** in **1** or **2** sentences :

(Weightage 6×1=6)

11. Netiquette
12. Received pronunciation
13. Expansion of SMS and MMS.
14. Note taking
15. What is non-verbal communication.
16. Neutral accent.
17. Frame a sentence asking apology for hurting his/her feelings.
18. What is an agenda ?

V. Answer choosing the correct option :

19. a) Executive summary often appears in the beginning of \_\_\_\_\_  
(reports, advertisement, brochures, minutes)
  - b) Which is not a component of basic language skills ?  
(writing, reading, describing, listening)
  - c) Which of the following is not an expression of effects ?  
(as a result of, consequently, this led to, causes)
  - d) A set of minutes should not include.  
(letters, time, date, place)
20. a) What is 'AOB' written at the end of an agenda ?  
(A or B, Any other Bureau, Any other business, None of these)
  - b) "Keep the minutes short and – the point". Fill in using the suitable preposition.  
(for, at, to, with)
  - c) Communication is a means of expressing \_\_\_\_\_  
(attitude, ideas, feelings, all of these)
  - d) Business letters are \_\_\_\_\_  
(informal, non-verbal, formal, none of these)

(Weightage 2×1=2)