



M 3200

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 2013
OPEN COURSE IN ENGLISH
6 D02 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 different functions of communication.
 - 2) Point out the role of English for business purposes.
- II. Write paragraph answers in **80** words on **any 2** of the following : (Weightage 2×2=4)
- 3) LSRW
 - 4) Video conferencing
 - 5) Netiquette
 - 6) Standard English.
- III. Write paragraph answers in **80** words on **two** of the following :
- 7) Gangapur Plastic Company in Tekanpur, Madhya Pradesh, receives a complaint from colour plastics dealer Rajalaxmi layout regarding delay in despatch of the order. Write a suitable reply.
 - 8) Write a brief profile of your Cellular Company 'IMPACT' to be included in the International Business Directory to be published and released all over the world.
 - 9) As a customer of your bank, draft a letter requesting them to release a sum of Rs. Seventeen lakhs that you have avoided as house loan.
 - 10) Invite students from different colleges to the show the cultural society of your college is holding. The show is Shakespeare's Hamlet which is to be held on July 2, 2013 at Pamela Hall. (Use the name 'ABCD' college instead of real name). (Weightage 2×2=4)

P.T.O.

IV. Answer **any 6** in a **sentence** or **two** :

- 11) What is non-verbal communication ?
- 12) Define agenda.
- 13) Neutral accent.
- 14) Expansion of SMS and MMS.
- 15) Note – taking.
- 16) Frame a sentence asking apology for hurting his/her feelings.
- 17) Virtual communication.
- 18) One advantage of e-mail.

(Weightage 6×1=6)

V. Answer the following questions choosing the correct option from the alternatives given.

- 19) A) Which of the following is not a component of basic language skills ?

(Listening, Speaking, Elucidating, Reading)

- B) Before each meeting what should be drawn(y) ?

(Minutes, Agenda, Video conferencing, Messages)

- C) A set of minutes should not include _____

(Time, Date, Place, Length of the minutes)

- D) Complete using "The correct preposition". Distribute the agenda _____ the meeting, so that numbers have chance to prepare.

(Along, After, Before, Between)

- 20) A) Which of the following is not an expression of approval ?

(Keep it up, Well done, That's it, Knows)

- B) What is a brief over view of export designed to give readers a quick preview of its contents ?

(Copy writing, Executive summary, Minutes, Brochures)

- C) Business letters are

(Informal, Non-verbal, Formal, None of these)

- D) Communication is a means of expressing _____

(Ideas, Love, Attitude, All of these)

(Weightage 2×1=2)