

(7 pages)

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Code No. : 40152

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U.G. (CBCS) DEGREE EXAMINATION, APRIL 2025.

Fourth Semester

English — Non Major Elective

BUSINESS ENGLISH

(For those who joined in July 2020 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. What does non-verbal communication include?
 - (a) Words spoken
 - (b) Body language
 - (c) Written texts
 - (d) All of the above
2. Which of the following is a key characteristic of downward communication?
 - (a) Information flows from subordinates to superiors
 - (b) Information flows from superiors to subordinates
 - (c) It is always informal
 - (d) It promotes feedback
3. Which of the following is an example of an audio-visual aid?
 - (a) A printed report
 - (b) A video presentation
 - (c) A telephone conversation
 - (d) A written memo
4. Which of the following is NOT a guideline for effective email communication?
 - (a) Use clear and simple language
 - (b) Avoid lengthy paragraphs
 - (c) Use informal language like slang
 - (d) Proofread before sending

5. Which section of a formal report usually includes the detailed analysis and findings?
- (a) Executive Summary
 - (b) Conclusion
 - (c) Introduction
 - (d) Body
6. Which of the following is NOT typically included in a technical proposal?
- (a) Problem statement
 - (b) Solution or methodology
 - (c) Casual anecdotes
 - (d) Cost and budget analysis
7. What is the main feature of a "business letter"?
- (a) Informal language and style
 - (b) Use of structured format with a clear purpose
 - (c) Personal anecdotes
 - (d) Multiple graphics and illustrations
8. What is the primary function of an agenda in a meeting?
- (a) To summarize the minutes of the previous meeting
 - (b) To list topics that will be discussed during the meeting
 - (c) To provide personal opinions of the attendees
 - (d) To conclude the meeting

9. Which type of advertising is intended to create brand awareness and image over the long term?
- (a) Informative advertising
 - (b) Persuasive advertising
 - (c) Reminder advertising
 - (d) Institutional advertising
10. What type of graphic aid is most effective for showing the relationship of parts to a whole?
- (a) Line graph (b) Bar chart
 - (c) Pie chart (d) Table

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Discuss the importance of feedback in the communication process.

Or

- (b) Identify and describe various channels, such as formal, informal, verbal, and non verbal communication.

12. (a) Discuss the significance of audio-visual aids in enhancing communications.

Or

- (b) Analyze the role of tone and formality in email communication.
13. (a) Give the importance of clarity and conciseness in formal report writing.

Or

- (b) Give the importance of understanding the audience when drafting a technical proposal.
14. (a) What is the role of email in modern business correspondence?

Or

- (b) Define what an agenda is and explain its role in guiding the structure and flow of a meeting.
15. (a) Discuss the importance of target audience analysis in advertising.

Or

- (b) Analyze the principles of designing effective graphic aids.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Examine the barriers to effective communication.

Or

- (b) Explain the role of communication in leadership.

17. (a) Analyze the principles of designing effective audio-visual aids.

Or

- (b) Explain the importance of the subject line in email communication.

18. (a) Define a formal report and explain its purpose in organizational communication.

Or

- (b) What are some common pitfalls to avoid when writing technical proposals?

19. (a) Explain the key elements of a professional business letter.

Or

- (b) How does a well-prepared agenda contribute to the efficiency and productivity of a meeting?

20. (a) Draft a sample advertisement for a product or service of your choice.

Or

- (b) Discuss the importance of clarity in the design of graphic aids.
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