

(6 pages)

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U.G. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2024

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. _____ communication is the casual, friendly and unofficial.
(a) verbal (b) non-verbal
(c) oral (d) informal
2. A _____ is used as a means of official communication within a company or an Organization.
(a) agenda (b) minutes
(c) circulars (d) memo

3. _____ can be benefitted from audio-visual aids
(a) Down's syndrome
(b) Visually challenged
(c) Normal
(d) Physically challenged
4. _____ are addressed to people within and outside the organization.
(a) formal mails
(b) informal mails
(c) semi-formal mails
(d) circulars
5. All reports are _____
(a) subjective (b) objective
(c) personal (d) impersonal
6. A _____ is a document that contains an introduction the product,
(a) Sales proposals
(b) Technical proposals
(c) Research proposal
(d) Marriage proposals

7. A record of the decisions taken at a formal meeting is called _____
- (a) Minutes (b) Manual
(c) Notice (d) Agenda
8. A visit to the local office by arrangement is _____ communication.
- (a) oral (b) written
(c) face-to-face (d) online
9. Brand switching is one of the objectives of
- (a) Management (b) Marketing
(c) Advertising (d) Publicity
10. _____ must not begin a chapter.
- (a) figures (b) charts
(c) pie diagram (d) tables

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Write about Formal communication.
- Or
- (b) Explain the characteristics of good Business writing.

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12. (a) What are audio-visual aids?
- Or
- (b) What are the steps to be followed in writing an effective and appropriate Email?
13. (a) What are the points to be followed in report writing?
- Or
- (b) What is a technical proposal? How do we write a technical proposal?
14. (a) Explain the importance of formal letters in Business Correspondence.
- Or
- (b) What is an Agenda and why is it important?
15. (a) What are the advantages of Advertising?
- Or
- (b) Explain the use of figures.

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PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain in detail some five characteristic features of Effective Communication.

Or

- (b) Imagine yourself as the senior manager of a company called Direct solutions One of your clients had ordered few software products, which you have delivered. However, only half the payment has been received. Inspite of repeated phonecalls, the client has not cleared the pending payment. Draft a recovery letter for the same, referring to dire consequences that could be taken in case of unfulfilled payment.

17. (a) Explain the characteristics of audio-visual aids.

Or

- (b) Write a mail to Mr.Santosh Desai responding to his query about the availability of cosmetics and toiletries in your manufacturing unit 'Shimmer and Shine'. You are Mr Manohar singh, marketing head of the company.

18. (a) Explain the characteristics of a formal report.

Or

- (b) Explain technical proposals and it different types.

19. (a) Discuss the meaning and importance of Business Correspondence.

Or

- (b) Discuss the importance of Manual in Business correspondence.

20. (a) Explain the scope and importance of Advertisements.

Or

- (b) Explain Graphic aids and why are they so popular.