

(8 pages)

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B.A. (CBCS) DEGREE EXAMINATION, APRIL 2025.

Fourth Semester

English

Skill Enhancement Course – ENGLISH FOR
BUSINESS

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. What is Business English?
 - (a) A type of English used in casual conversations
 - (b) English used in the business context for professional communication
 - (c) English used for creative writing
 - (d) A blend of English and another language
2. Which of the following best defines Business English?
 - (a) English used for personal conversations
 - (b) English used in business settings for formal communication and professional interaction
 - (c) A variation of English used for creative writing
 - (d) The informal language used in the workplace
3. What type of communication is most commonly associated with Business English?
 - (a) Informal casual conversations
 - (b) Professional emails, reports, meetings, and presentations
 - (c) Personal social media posts
 - (d) Creative writing and poetry
4. Why is grammar particularly important in Business English?
 - (a) It adds creativity to the writing
 - (b) It ensures the message is clear, formal, and professional
 - (c) It allows for informal and casual communication
 - (d) It allows for the use of slang and colloquialisms

5. What is the primary need for Business English in global business environments?
- (a) To help employees write fictional stories
 - (b) To facilitate effective communication between people from different linguistic and cultural backgrounds
 - (c) To make business conversations more informal
 - (d) To avoid using technical jargon in the workplace
6. Which of the following is a need for Business English in writing business proposals?
- (a) Use of slang and informal language
 - (b) The ability to communicate ideas in a professional, clear, and concise manner
 - (c) Use of personal opinions and emotions
 - (d) Creative writing and storytelling
7. How does Business English help in enhancing communication skills?
- (a) By focusing on slang and informal language
 - (b) By teaching students how to communicate effectively and professionally in a business context
 - (c) By encouraging creative writing and storytelling
 - (d) By reducing the need for grammar knowledge

8. Why is Business English considered important in language learning?
- (a) It helps students write personal diaries
 - (b) It provides students with the skills to communicate in professional and international business environments
 - (c) It focuses primarily on literature and poetic expression
 - (d) It encourages the use of complex, academic language only
9. How does Business English play a role in reducing economic barriers?
- (a) By limiting communication to only native English speakers
 - (b) By acting as a bridge for effective communication across different cultures, industries and countries, thus reducing economic barriers
 - (c) By promoting casual conversations without a formal structure
 - (d) By focusing on regional languages and dialects

10. How does Business English contribute to fostering economic growth in a globalized economy?

- (a) By restricting international trade to local languages
- (b) By ensuring that business transactions are conducted efficiently, promoting economic growth and fostering partnerships across borders
- (c) By limiting the number of international business relationships
- (d) By focusing on informal communication

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Define Business English and its Changing Demands.

Or

(b) Briefly explain Business English its impact in a Globalized Economy.

12. (a) Infer the highlights of Business English in Cross-Cultural Communication.

Or

(b) Discuss the Significance of Business English in the Globalized Economy.

13. (a) Elaborate the growing Need for Business English in Digital and Remote Work Environments.

Or

(b) Write on the need for Business English in Professional Writing.

14. (a) Justify Business English as a Critical Component in English Language Learning for Professional Communication.

Or

(b) Sketch the significance of Education in Developing Business English Competence for Global Business

15. (a) How does Business English contribute to the growth of multinational companies? Illustrate.

Or

(b) Enumerate the ways in which Business English improve productivity and innovation in businesses.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Elaborate the role of Business English in Professional Communication.

Or

- (b) Distinguish General English and Business English.

17. (a) Highlight the core components of Business English.

Or

- (b) Elaborate on Adapting Business English to the Digital Age in Online Communication.

18. (a) Infer the need for Business English in Effective Communication within Organizations.

Or

- (b) Bring out the need for Business English in Professional Writing: Reports, Proposals, and Presentations.

19. (a) Describe how Business English aids in preparing Students for the Global Job Market.

Or

- (b) Examine the role of Education in Enhancing Cultural understanding through Business English.

20. (a) Attempt an essay on the Role of Business English in Economic Development.

Or

- (b) Justify Business English as a Catalyst for Economic Development in the Globalized Economy.