(Pages : 3) **E – 1762**

Reg. No. : .....

Name : .....

Sixth Semester B.A. Degree Examination, April 2018
Career Related First Degree Programme under CBCSS 2 (a)
English & Communicative English
Vocational Course – X
CG 1672 – BUSINESS COMMUNICATION SKILLS IN ENGLISH
(2013 & 2014 Admission)/CG 1672 Business Communication in English
(2015 Admission)

Time : 3 Hours Max. Marks : 80

All Saints' College Trivandrum

I. Answer **all** questions **each** in **a** word or **a** sentence.

1) What are soft skills ?
2) What is a solicited letter of application for job ?
3) Give the meaning of 'collateral' in business.
4) Structure of a Chronological Resume.
5) What is 'Chronemics' ?
6) Write a fitting complimentary closure for an application letter.
7) Write the title for the annual meeting of area sales managers of the Kerala region of KML Associates.
8) A letter that introduces documents like resume, bio-data or CV.
9) Write the purposes of advertisements.
10) Write a formal salutation for the business letter you write to thank the GM of your company.

(10×1=10 Marks)

II. Answer **any eight, each** in a short paragraph **not** exceeding **fifty** words.

11) Purpose of open ended questions in an interview.
12) Define etiquette and give its importance in business.
13) Importance of soft skills in business.

P.T.O.

14) What is the significance of Business English vocabulary in communication ? Write four words each from IT and marketing.

15) Write a follow-up email to the company head of recruitments for giving an opportunity to attend an interview.

16) Importance of mastering the presentation aids.

17) Good business presentations use plain English. Substantiate.

18) List parts of a business letter.

19) Differentiate informational and analytical reports.

20) Bring out the importance of intercultural communication in business.

21) Compare teleconferencing with videoconferencing.

22) Why is it necessary for a public speaker to study the audience ?

(8×2=16 Marks)

III. Answer **any six each** in **a** paragraph **not** exceeding **100** words.

23) Prepare the report of the Business Expo you attended at the World Trade Centre, Mumbai recently.

24) You are a printing engineer working for New India Printing Solutions. Design a questionnaire to make a need based study before launching a new new printer targeted at the newspaper industry.

25) Write a letter of enquiry to know more about a newly launched car.

26) Write a letter of complaint addressed to the event coordinator of a business exhibition in which your firm participated.

27) Role of leadership qualities in team building.

28) Write the discussion between the members of the interview board after conducting an interview.

29) You are the Customer Relations Executive of a telephone company. Handle the customer who has complaints, without loosing temper. Write the conversation.

30) Write a brief note on the role of advertising in marketing.

31) You have launched a specialised training programme for Business Communication. Introduce the programme to a group of beneficiaries.

(6×4=24 Marks)

All Saints' College Trivandrum

IV. Answer **any two each** in about **three hundred** words.

32) As the team leader of a group of software engineers who designed an automated system to monitor work processes, prepare ten slides for making a presentation in front of the heads of different units of several companies.

33) Third Eye Recruitments is organising a campus placement drive for hiring talents in software validation and testing. Any graduate can apply. Prepare the CV and covering letter to apply for the same.

34) Analyse the role of soft skills in maintaining social and professional relationships.

35) Make an informative speech on a New technology. You may choose one of the two topics :

'Cars of the Future' OR 'New Developments in Artificial Intelligence'. You are going to speak to a learned audience. **(2×15=30 Marks)**

All Saints' College Trivandrum