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Reg. No. : .....

Name : .....

Sixth Semester B.A. Degree Examination, April 2019
Career Related First Degree Programme under CBCSS
2(a) – ENGLISH AND COMMUNICATIVE ENGLISH
Vocational Course X
CG 1672 – Business Communication Skills in English
(2013 & 2014 Admission)/CG 1672 Business Communication in English
(2015 Admission Onwards)

Time : 3 Hours Max. Marks : 80

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

1) The official record of discussions held and decisions taken at a meeting.
2) How do you define an advertisement ?
3) Any two functions of negotiations.
4) Meaning of the word 'Resume'.
5) Role of secretary in meetings.
6) Grapevine theory of communication.
7) You are travelling in a train. How will ask an elderly gentleman sitting close to the window to open the window for you ?
8) What is an unsolicited letter of application for job ?
9) What is debriefing ?
10) How will you introduce yourself to a woman ? **(10×1=10 Marks)**

II. Answer **any eight**, **each** in a short paragraph **not** exceeding **50** words.

11) What is the importance of Business English vocabulary in communication ? Write four words each from finance and internet.
12) Write a fax to Apple Inc. to place an order for 500 desktops.
13) You are the Regional Manager of ELGY Corporation. Describe your company.

P.T.O.

14) How do chronological and functional resumes differ ?

15) Expand 'seeing is believing' in the context of visual aids used for making presentations.

16) List the different elements of a CV.

17) What are the basic facts that the minutes of a meeting should contain ?

18) Why do some say that a letter of application is also a sales letter ?

19) You are put the following question in an interview: " Why should we hire you when we have applicants with better credentials ?" How will you answer ?

20) Role of meaningful graphics in Reports.

21) Purpose of close questions in a job interview.

22) Differentiate informative and persuasive speeches. **(8×2=16 Marks)**

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

23) Prepare a brief report of the trip the members of your department made to a trade show.

24) You are the purchase manager of a Medical College. Write a letter of enquiry seeking information about MRI machines.

25) You are the marketing manager of a leading telecom firm. Design a questionnaire to find out the expectations of your corporate clients.

26) Write the discussion between the members of the interview board, after interviewing four candidates.

27) Write a letter of complaint addressed to the medical superintendent for the medical negligence a neighbour of yours had to meet.

28) Your book on Business communication is being launched. Introduce the book in a press meet.

29) You are the front-office manager at a hotel. You attend a customer complaining the service in your restaurant. Deal with the situation. Write the conversation.

30) Write a note on resolving workplace conflicts.

31) Role of advertising in marketing.

(6×4=24 Marks)

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

32) Prepare ten slides for a presentation planned for introducing a new operating system for mobile phones.

33) Examine the role of soft skills in promoting team work.

34) Earnest and Young, TechnoPark, Trivandrum has invited applications from trained hands to fill various vacancies in its Technical Writing Department. Submit your CV along with a covering letter.

35) Make a speech on Health Issues. Persuade the audience to follow a healthy lifestyle. **(2×15=30 Marks)**
