(Pages : 3) J – 1976

Reg. No. : .....

Name : .....

Sixth Semester B.A. Degree Examination, March 2020

Career Related First Degree Programme Under CBCSS

Group 2(a)

English and Communicative English

Vocational Course – X

Common for

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. What is a CV?
2. Expand the term TQM.
3. Give a suitable complimentary close for a business letter.
4. Give a single word to refer to an analysis of the role of time in communication.
5. Suggest an appropriate salutation for a letter to the editor of a newspaper.
6. What does a flowchart depict?
7. What is the purpose of an Executive Summary in a Report?
8. Suggest an appropriate sentence to express disagreement cordially.

P.T.O.

9. Give a suitable Subject line for a letter to the manager of a bank seeking a loan.

10. What information does a Job Description provide?

(10 × 1 = 10 Marks)

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

11. What is a blog?

12. What is meant by etiquette?

13. What is the purpose of a cover letter?

14. What are brochures?

15. What is the purpose of a market analysis?

16. Why is it important to record the minutes of a meeting?

17. What is the goodwill of a company?

18. What is the significance of brainstorming?

19. What happens during a debriefing session?

20. Write a letter to a publishing house seeking internship opportunities.

21. As a Sales manager of a shoe factory, write a fax message to a dealer, conveying information about the delay in the dispatch of a consignment.

22. Introduce yourself as a candidate at a walk-in interview for the post of Customer Relations Executive in a private bank.

(8 × 2 = 16 Marks)

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

23. What is a business-proposal?

24. Write a note on soft skills.

25. What are the benefits of video conferencing?

26. Write the minutes of a meeting chaired by the manager of a company, where the decision was taken to introduce bio-metric punching attendance system in the company.

27. Draft a persuasive speech on the importance of physical exercise to boost professional performance.

28. Draft a telephone conversation between an insurance agent and a prospective client about a new life insurance scheme.

29. Write a report based on a demonstration of a new system for waste disposal in a housing colony.

30. Draft an advertisement to be published in a newspaper, on the introduction of online shopping, home delivery and other such facilities offered by a super market.

31. Prepare a survey questionnaire to assess the attitude of students to the use of educational apps.

(6 × 4 = 24 Marks)

IV. Answer **any two**, each in about **300** words.

32. Prepare a detailed CV and a covering letter as a qualified candidate applying for the post of Marketing Executive in a multinational company.

33. Prepare ten slides for a presentation on the tourism potential of a region.

34. What is the significance of business etiquette?

35. What are the positive and negative impacts that advertisements can have on the society?

(2 × 15 = 30 Marks)