(Pages : 4) N – 1515

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Sixth Semester B.A. Degree Examination, April 2022

Career Related First Degree Programme under CBCSS

English and Communicative English

Vocational Course – X

CG 1672 : BUSINESS COMMUNICATION IN ENGLISH

(2018 and 2019 Admission)

Time : 3 Hours Max. Marks : 80

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

1. What is grapevine communication?
2. What is jargon?
3. Define business communication.
4. Define goodwill of a company.
5. What is chronemics?
6. Why is advertising important?
7. Mention some of the accepted formal salutations in a business letter.
8. Write a complimentary close for a formal business letter.
9. Explain debriefing.
10. Importance of minutes of a meeting.

(10 × 1 = 10 Marks)

P.T.O.

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

11. Imagine you are the head of a car dealership. Describe how your dealership emphasises on customer support.

12. Formal vs informal business communication.

13. Write an email to the head of a business organisation inviting him to give a talk at an Entrepreneurs' Meet you are conducting.

14. Write a request to the CEO of a company to contribute to the philanthropic organisation you run for helping the victims of landslides.

15. Write a formal letter to a company inviting them to send a quotation for 50 desktop computers.

16. Imagine you are attending an interview for an MNC, Introduce yourself to the interview board.

17. Write an email to the bank manager mentioning an issue with your account balance.

18. Define etiquette and its importance.

19. What is the importance of acknowledgement letters?

20. What is an adjustment letter?

21. Why is proofreading important?

22. Why is assessing the audience important before communication?

23. What is biased language?

24. Define organisational blogs.

25. What is brainstorming?

26. What is negotiation?

(8 × 2 = 16 Marks)

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

27. Write a note on persuasion.

28. What are the important steps in the preparation of a presentation?

29. The importance of agenda in a meeting.

30. Imagine you are the customer support executive of a business firm. Write a conversation between yourself and a customer who has some issues with the timely delivery of products.

31. Write an email to your subordinate asking him to send you a letter of acceptance for the new post to which he has been promoted to.

32. Write a report on how you have successfully increased the sales of your company in the last quarter.

33. Prepare a questionnaire to understand whether your customers are satisfied with a new product that has been launched by your company.

34. Write a letter to your boss asking him to allow you to work from home for a week.

35. What are the advantages of outlining?

36. What are the key points to remember in creating a good visual presentation?

37. Business etiquette and cultural sensitivity.

38. How will you resolve work place conflict?

(6 × 4 = 24 Marks)

IV. Answer any **two** questions in about **300** words.

39. The importance of soft skills in business communication.

40. Prepare a detailed CV and covering letter for the post of translator in Russian for a foreign company in response to an advertisement for the same.

41. Prepare ten slides as part of a presentation on importance of gender equality at the work place.

42. You ordered a digital scanner from a company but its not working properly. Write a letter of complaint to the VP of the company to resolve the issue.

43. Imagine you are the CEO of a company. Write a conversation between you and your secretary on planning the schedule for the upcoming week.

44. Imagine you are the HR manager of a company. Write a letter of acceptance to a person who has been recently hired by your company.

(2 × 15 = 30 Marks)
