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Reg. No. : .....

Name : .....

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TRIVANDRUM

Sixth Semester B.A. Degree Examination, April 2023

Career Related First Degree Programme Under CBCSS

Group 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. What do you mean by AOB in Agenda?
2. What is the meaning of the word accomplish?
3. What is defined as liquid asset?
4. Write any two phrases used to introduce yourself in an interview
5. What is SMS?
6. REQ means _____

P.T.O.

7. What are the common phrases used for telephonic conversation?

8. Prepare the _____ soon after the meeting.

9. What are Business Reports?

10. What is persuasion in business communication?

(10 × 1 = 10 Marks)

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

11. Define negotiation?

12. Mention some tips to write standard business letters.

13. What are bonds?

14. Why are soft skills important?

15. Importance of Advertising in the field of business.

16. What is standard business letter format?

17. Mention any two ways in which a business organization promotes its products.

18. Write a letter enquiring about the availability of rooms in a hotel.

19. Draft a mail to the employees of your company for an urgent meeting.

20. What is grapevine communication?

21. Write a letter of complaint to the dealer of the shoe company for sending a pair of defective shoes.

22. What is the role of Covering Letter?

(8 × 2 = 16 Marks)

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

23. What is the role of subject line in an email? How important is it for marketing in business?

24. Imagine you are the marketing executive of Toyota Motors. Prepare a telephone conversation between you and a customer about a new car of your company.

25. Prepare a fax message for the delivery of 50 computers from Apple.

26. Prepare the minutes of meeting of College annual day mentioning the possible decisions taken for the celebration.

27. You are a representative of a holiday tour package who provides academic tours for students. Prepare a report of the latest visit to a tourist place.

28. How do you write an effective email in business communication?

29. What is the role of modern communication technology in the world of business?

30. What are the tips to maintain an effective work culture?

31. Write a letter of enquiry about the job opening for the post marketing executive at Amul Pvt. Ltd.

(6 × 4 = 24 Marks)

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

32. Prepare a resume with covering letter for the post of an Accountant in a reputed company.

33. Draft an email sending the agenda of the meeting of Meenakshi Plastics about the new products to be launched in market. You are informing all your valuable dealers. Prepare Minutes of the meeting followed by the Agenda.

34. Role of social networking in business correspondence.

35. Prepare a persuasive speech on the importance of keeping good contacts and business ethics in this cultural sensitive world.

(2 × 15 = 30 Marks)
