



K16U 0357

Reg. No. :

Name :

VI Semester B.A./B.Sc./B.Com./B.B.A./B.B.A.T.T.M./B.B.A.R.T.M./B.B.M./
B.C.A./B.S.W./B.A. Afsal-ul-Ulama Degree (CCSS – Reg./Supple./Improv.)

Examination, May 2016

Open Course

6D02 ENG : ENGLISH FOR BUSINESS PURPOSES

Time : 2 Hours

Max. Weightage : 20

- I. Write an essay of about **200** words on **any one**. (1×4=4 Weights)
- 1) Explain the different functions of communication.
 - 2) Describe the essential features of Business English.
- II. Write paragraph answers in **80** words on **any 2**. (2×2=4 Weights)
- 3) Different types of communication.
 - 4) Varieties of English.
 - 5) Steps for effective presentations.
 - 6) Video conferencing.
- III. Write paragraph type answers in **80** words on **any 2**. (2×2=4 Weights)
- 7) Prepare a brochure of an international seminar on Feminism organized by the English department of your institution.
 - 8) Prepare a letter to the bookhouse on sending the wrong order that you have placed online.
 - 9) Imagine that you are a customer care employee of a cellphone company. Prepare an SMS describing the various plans they offer to 2G/3G sim cards.
 - 10) Your company is introducing the latest model TAB device. Prepare a product description highlighting its major attractions.
- IV. Answer **any 6** in a sentence or **two**. (6×1=6 Weights)
- 11) Who is a copy writer ?
 - 12) Expand SMS and MMS.

P.T.O.



- 13) Differentiate between agenda and minutes.
- 14) Define note-taking.
- 15) What is telephone etiquette ?
- 16) Frame a sentence of apologize to somebody.
- 17) Write a sentence congratulating him/her on his/her success.
- 18) LSRW.

V. Answer the following questions choosing the best option. **(2x1=2 Weights)**

- 19) a) Which skill does not come under communicative competence ?
(Reading, Listening, Elucidating, Writing)
 - b) Which of the following is accepted as RP ?
(Oxford English, Indian English, American English, All these)
 - c) In e-mail 'e' stands for _____
(efficient, easy, electronic, engine)
 - d) _____ format is used in formal letters.
(Yours truly, Yours lovingly, Yours warmly, All these)
 - 20) a) Complete using the correct preposition.
Ramya was sitting _____ her brother.
(between, among, beside, besides)
 - b) Which of the following is not an expression of feeling sorry and thankful ?
(I apologize, I express my gratitude, Sincerest remorse, Kudos)
 - c) _____ is not a part of virtual communication.
(E-mail, Instant message, Face to face interaction, Cheating)
 - d) Too many cooks spoil the _____ (complete).
(food, dish, broth, milk)
-