

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2019

(CUCBCSS-UG)

Functional English**FEN 4B 06—ENGLISH FOR BUSINESS COMMUNICATION**

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions :

1 (a) Written communication is a _____ activity.

(creative, dull, complex)

(b) _____ number is a number given to a letter to identify it.

(reference, batch, portfolio)

(c) Sender choosing certain words to send a message is _____.

(decoding, encoding, listening)

(d) _____ is an inter-disciplinary science.

(communication, correspondence, media)

2 (a) _____ factor is involved in written communication.

(time, listener, barrier)

(b) The first golden rule for writing clear language is using _____ words.

(familiar, tough, complex)

(c) 'Faux pas' means _____.

(correction, mistake, dialogue)

(d) _____ is a certificate of good conduct.

(testimonial, resume, bio-data)

3 (a) Memorandum is written in _____ person.

(first, second, third)

(b) A business letter should be _____.

(convincing, informal, personal)

Turn over

(c) _____ deposits are opened by business customers.

(fixed, current, term)

(d) The body of a letter begins with _____.

(salutation, address, date)

(12 × 1 = 12 marks)

II. Answer *nine* out of the following in two or three sentences each :

- 4 Advertising.
- 5 Encoding.
- 6 Communication.
- 7 Complementary close.
- 8 Message.
- 9 Personal correspondence.
- 10 Testimonial.
- 11 Salutation.
- 12 Over draft.
- 13 Postal order.
- 14 Function of correspondence.
- 15 Types of correspondence.

(9 × 2 = 18 marks)

III. Answer any *six* of the following in about 100 words each :

- 16 Points to remember when summarising.
- 17 Precis writing.
- 18 Meaning of business correspondence.
- 19 Skills involved in telephonic conversation.
- 20 How to conduct a meeting ?
- 21 Resume preparation.
- 22 Types of proposals.
- 23 Structure of a technical proposal.
- 24 E-mail writing.
- 25 Diary writing.

(6 × 5 = 30 marks)

IV. Answer any *two* of the following in about 300 words each :

- 26 Essential features of business correspondence.
- 27 Business Communication.
- 28 The essential features of presentation.
- 29 Editing and proof reading.

(2 × 10 = 20 marks)