

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2020****Functional English****FEN 4B 06—ENGLISH FOR BUSINESS COMMUNICATION****Time : Three Hours****Maximum : 80 Marks****I. Answer the following bunches of questions :****(a) 1 ISD stands for international \_\_\_\_\_ Dialing.****(Substitute, Subordinate, Subscriber)****2 A \_\_\_\_\_ is a statement containing an account of something.****(Report, Lay out, Resume)****3 Correspondence can be divided into \_\_\_\_\_ types.****(Three, Four, Five)****4 \_\_\_\_\_ letter is used in all Government offices.****(Personal, Business, Official)****(b) 5 The process of communication begins with a \_\_\_\_\_.****(Receiver, Sender, Message)****6 \_\_\_\_\_ number is a number given to a letter to identify it.****(Folio, Reference, File)****7 The body of a letter begins with \_\_\_\_\_.****(Salutation, Date, Address)****8 \_\_\_\_\_ factor is involved in written communication.****(Time, Listener, Barrier)****(c) 9 A business letter should be \_\_\_\_\_.****(Convincing, Convenient, Contradictory)****10 A letter should be \_\_\_\_\_.****(Concise, Complex, Convenient)****11 There are \_\_\_\_\_ kinds of presentations.****(Three, Four, Five)****Turn over**

12 \_\_\_\_\_ deposits are opened by business customers.

(Savings Bank, Current, Fixed)

(12 × 1 = 12 marks)

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

- 13 Complimentary close.
- 14 Minutes.
- 15 Characteristics of a good advertisement.
- 16 Function of correspondence.
- 17 Dividend.
- 18 OHP.
- 19 Visual Aids.
- 20 Postal order.
- 21 Enclosures.
- 22 Written communication.
- 23 Over draft.
- 24 E-mail.

(9 × 2 = 18 marks)

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

- 25 Importance of business correspondence.
- 26 Resumes.
- 27 Types of business letters.
- 28 Types of proposals.
- 29 Diary writing.
- 30 Precis writing.
- 31 Art of condensation.
- 32 Proof reading.
- 33 Editing.
- 34 Chairing a meeting.

(6 × 5 = 30 marks)

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

- 35 Salient features of business reports.
- 36 Importance of technical proposals.
- 37 Communicative competence in business English.
- 38 Presentation skills.

(2 × 10 = 20 marks)