

FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2021**Functional English****FEN 4B 06—BUSINESS ENGLISH****Time : Two Hours and a Half****Maximum : 80 Marks****Section A***Answer at least **ten** questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Advantages of Oral Communication (any *two*).
2. Eye Contact.
3. Upward Communication.
4. Adjustment letter.
5. Collection letter.
6. State two ways of asking for opinions.
7. Cover letter.
8. Complimentary Close.
9. Letter of Complaint.
10. Statutory Reports.
11. Memorandum.
12. Circular.
13. Negotiation skills.
14. Nota Bene.
15. Minutes.

(10 × 3 = 30 marks)**Turn over**

Section B

*Answer at least **five** questions.
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 30.*

16. Guidelines for writing an e-mail.
17. Essentials for drafting a good interview letter.
18. Draft the minutes of the meeting held in connection with organising of World Environment Day Celebration in College.
19. Tips for effective presentation.
20. Draft a letter on behalf of ABC Company, P.O. Box 32, Mumbai asking a candidate to appear for an interview for the post of Marketing Manager.
21. Chairing a meeting.
22. Draft a complaint letter to a Calcutta based furniture company on behalf of XYZ Trading Co., Cochin about faulty chairs delivered.
23. Essential features of a business letter.

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.
Each question carries 10 marks.*

24. What are the different types of interviews ? What are the points to be remembered while questioning the candidate ?
25. Explain the 7 C's of effective communication.
26. What are the different types of communication ?
27. Explain the importance of communication in business.

(2 × 10 = 20 marks)