

**FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2018**

(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) A letter should be brief. This property is ———.  
(Clarity, Conciseness, Effectiveness).
- (b) ——— is a document issued by the post office.  
(Postal order, Promissory note, Post box).
- (c) The process of communication begins with a ———.  
(Medium, Message, Sender).
- (d) E-mail stands for ———.  
(Electronic mail, Efficient mail, Easy mail).
- 2 (a) ——— is the official record of the proceedings of a meeting.  
(Minutes, Agenda, Resolution).
- (b) Memorandum is written in ——— person.  
(First, Second, Third).
- (c) ——— number is a number given to a letter to identify it.  
(Reference, Folio, File).
- (d) The body of a letter begins with ———.  
(Address, Salutation, Date).
- 3 (a) 'Faux Pas' means ———.  
(Correction, Mistake, Dialogue).
- (b) A business letter should be ———.  
(Personal, Informal, Convincing).
- (c) 'P.S.' stands for ———.  
(Post Script, Postal Service, Paid Service).
- (d) A ——— is a statement containing an account of something.  
(Report, Layout, Resume).

(12 × 1 = 12 marks)

**Turn over**

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

- |                     |                                |
|---------------------|--------------------------------|
| 4 Fixed Deposit.    | 5 Written Communication.       |
| 6 Enclosures.       | 7 Memorandum.                  |
| 8 Minutes.          | 9 Testimonial.                 |
| 10 Over draft.      | 11 Function of correspondence. |
| 12 Salutation.      | 13 Complimentary close.        |
| 14 Current account. | 15 OHP.                        |

(9 × 2 = 18 marks)

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

- |                         |                        |
|-------------------------|------------------------|
| 16 Presentation skills. | 17 Telephonic skills.  |
| 18 Resume preparation.  | 19 Editing.            |
| 20 Chairing a meeting.  | 21 E-mail writing.     |
| 22 Diary writing.       | 23 Types of proposals. |
| 24 Precis writing.      | 25 Correspondence.     |

(6 × 5 = 30 marks)

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

- 26 The essential features of a business letter.
- 27 Business communication.
- 28 Report writing.
- 29 Business report.

(2 × 10 = 20 marks)