

Reg. No. : .....

Name : .....

**Sixth Semester B.A. Degree Examination, March 2021**

**Career Related First Degree Programme under CBCSS**

**Group 2 (a)**

**English and Communicative English Vocational Course — X**

**CG 1672 : BUSINESS COMMUNICATION IN ENGLISH**

**(2015 – 2017 Admission)**

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions each in a word or a sentence.

1. What is grapevine communication?
2. Why do we record minutes?
3. You are the manager of a business firm. Write a formal salutation for an email you send to your subordinates.
4. Write a phrase for introducing your CEO formally.
5. What are the two drawbacks of advertising?
6. Why does a company give goodwill?
7. Write a title for the minutes of an annual sales meeting in your company.
8. Define Business communication.
9. Why is feedback essential in business communication?
10. What is chronemics?

**(10 × 1 = 10 Marks)**

P.T.O.

II. Answer **any eight** of the following questions in a short paragraph not exceeding **50** words.

11. Write a note on Electronic presentations.
12. What are the etiquettes to be followed when attending an interview?
13. Write an email to the manager of your firm informing of your decision to accept the transfer of posting to a new city.
14. Features of business communication.
15. Disadvantages of oral communication.
16. Identify the uses of audio-visual aid in business communication.
17. Write four expressions to give your opinion.
18. Identify techniques for improving nonverbal and oral communication in intercultural environments.
19. What is non-verbal communication?
20. Write a fax message to a computer manufacturer asking them to give a quotation for the supply of 50 laptops.
21. What is group discussion?
22. Write on the importance of building vocabulary of a particular field.

**(8 × 2 = 16 Marks)**

III. Answer **any six**, each in a paragraph not exceeding **100** words:

23. What are the guidelines to be followed in using a bias-free language at the workplace?
24. Write the minutes of a meeting in which the CEO decides to reward high-performers with a 10 percent raise in basic pay.
25. You are the Area Service Manager of an automobile company. Write a conversation with a customer whose car has broken down.

26. Write a formal letter to your superior officer regarding your unwillingness to lead an International project due to personal reasons.
27. Prepare a CV for the post of an intern in a newspaper office.
28. What are the functions of negotiation?
29. Imagine that you are the CEO of an organisation. Prepare a speech congratulating your workers on increasing the profit margins of your company.
30. Compose the minutes of a student body meeting chalking out the various measures discussed towards cleaning the campus.
31. Mention the importance of soft skills at the work place.

**(6 × 4 = 24 Marks)**

IV. Answer **any two** of the following.

32. Prepare a conversation between you and a colleague on a misunderstanding that occurred where you are trying to rectify it.
33. Write a formal letter to the CEO of an organisation accepting the post of technical coordinator for which you have been selected.
34. How do you proof-read complex documents?
35. How can e-mails be formatted effectively?

**(2 × 15 = 30 Marks)**

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