P – 3988

Reg. No. : ....

Name : ....

Third Semester B.Com. Degree Examination, January 2023.

First Degree Programme under CBCSS

Language Course English

EN 1311.2 : BUSINESS ENGLISH

(2019 Admission Onwards)

Time : 3 Hours   Max. Marks : 80

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

1. Who authored the essay 'facebook is making us Miserable'?

2. What is the purpose of business reports?

3. What are the factors to be included in an agenda?

4. What is listed under 'Apologies' in the minutes of meetings?

5. What does the abbreviation ROI stand for?

6. Give a tip you could recommend to promote a business.

7. Write the full form of CV.

8. Differentiate between interviewee and interviewer.

9. Create a tagline for promoting the sales of a mobile phone.

10. What are the physical preparations to be made for an interview?

(10 × 1 = 10 Marks)

P.T.O.

II.   Answer **any eight,** each in a short paragraph not exceeding **50** words.

11.   Discuss some interview etiquettes.

12.   What are the factors to be kept in mind while drafting a cover letter?

13.   How will you begin a letter seeking permission for leave stating a reason?

14.   What are the things to avoid in minutes?

15.   Write any two frequently asked questions in an interview.

16.   What are some of the things not recommended during an interview?

17.   What qualities of leadership did JRD Tata possess?

18.   How will you begin an appointment letter to a candidate selected for a job?

19.   Suggest a few tips to write a good report.

20.   How will you tackle a question like 'why did you quit your previous job'?

21.   What according to Arthur Helps does the love of truth do to a man?

22.   What are the different ways in which you can boost the morale of your employees?

23.   How is facebook impacting the lives of business people?

24.   Suggests some tips on writing minutes of meetings.

25.   Write some do's and don't's while drafting an e-mail.

26.   What is the 'Comparing Trap' that Tom Delong describes in his book 'Flying Without a Net'?

(8 × 2 = 16 Marks)

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

27. Mention the sequence in which information should be presented in a resume.

28. As an intern at Myglam Ltd. Write an e-mail to your internship project manager about an innovative sale technique that you can pioneer in order to increase the sales of cosmetics produced by the company.

29. Write a letter of complaint to the Mayor of your corporation complaining about the indiscriminate dumping of waste in your locality.

30. Mention any four frequently asked questions about your qualities.

31. What are the key points you will include in an ad for washing powder?

32. What does Narayana Murthy say about the Indian spiritual tradition?

33. Write a short note on the checklist for interviewers.

34. What is a subject line?

35. Describe Sudha Murthy's experience at Telco's Pimpri office interview.

36. Who is N.R. Narayana Murthy?

37. Write a few tips on preparing for interview.

38. List some questions the interviewer may ask on your skills.

(6 × 4 = 24 Marks)

IV. Answer **any two,** each in about **300** words.

39. You are Krishna Kumar/Seema Chopra applying for the post of Business Development Manager in Atlas solutions Pvt. Ltd., a leading software company. Prepare a resume.

40. Draft an e-mail notice as Mr. Sooraj Kapoor, general manager, High Tech Fashions to the employees of the firm regarding an urgent business meeting. Include the agenda and also prepare the minutes of the meeting.

41. What are the life lessons the various events have taught N.R. Narayana Murthy?

42. Your college administration would like to improve the facilities available in the college canteen. They require a report from you so that they can take suitable decisions. Plan and draft a report on "Improving canteen facilities in our college".

43. What are Daniel Gulati's observations on social networking sites?

44. Prepare a cover letter for the resume of accounts manager at Zenith super systems advertised in the Hindustan Times.

(2 × 15 = 30 Marks)

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