

(Pages : 3)



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Reg. No. :

Name :

Third Semester B.Com. Degree Examination, February 2024

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. What is news ticker?
 2. What is hyper sharing?
 3. What does the term 'cornerstone' mean?
 4. Write any two tips to be kept in mind for an interview.
 5. CV is addressed to _____
 6. Which is the correct form—Yours Sincerely or Your's sincerely.
 7. Your business notes should be well _____ for easy reference.
 8. Minutes of a meeting should be in verbatim. True or false.
 9. What is the abbreviation of the term business?
 10. The > sign is used in emails to _____ someone else words.

(10 × 1 = 10 Marks)

P.T.O.

- II. Answer **any eight**, each in a short paragraph not exceeding **50** words.
11. What are the common place requisites for a good man of business?
 12. What does Re : FYI mean in business mails?
 13. You have received a product in defect form. What would be your subject line in the letter of complaint to M.R. Associates requesting to replace the product?
 14. What is a reference line?
 15. Mention any two characteristics of the language of advertisements.
 16. Mention any two tips in which a business organization can promote its products.
 17. What is the focus of an employment interview?
 18. How did Sudha Murthy fight against gender bias?
 19. What is the valuable lesson that Narayana Murthy shares to the youth?
 20. Write on the importance of advertisements in business.
 21. Write any two frequently asked questions in an interview.
 22. Role of subject line in business mails.

(8 × 2 = 16 Marks)

- III. Answer **any six**, each in a paragraph not exceeding **100** words.
23. Prepare an agenda for a meeting to be held with the class teacher for the association meeting.
 24. What is the importance of moral values in the life of a man of business?
 25. Mention the posture to be maintained while attending an interview?
 26. Interview Etiquette.
 27. What are the stages of writing a report?

28. Why it is suggested to avoid capitalization while drafting an email?
29. When was face book founded and what was its mission?
30. How to handle letters of complaint effectively?
31. Design a Brochure/Flyer about an upcoming dance competition in your college.

(6 × 4 = 24 Marks)

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

32. Prepare an agenda of the meeting of HR department of L & T Company to discuss about the New Year business plans. You are informing all the members of the HR department. Prepare Minutes of the meeting followed by the Agenda in email format.
33. How does social networking create an online culture of competition and comparison?
34. Prepare a resume with covering letter for the post of Customer Relation Manager in ICICI bank.
35. Mention the four themes Narayana murthy discusses in his speech to the graduating students.

(2 × 15 = 30 Marks)