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K – 2485

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, March 2021

First Degree Programme Under CBCSS

English

Language Course

EN 1311.2 — BUSINESS ENGLISH

(2019 Admission-Regular)

Time : 3 Hours

Max. Marks : 80

SECTION – A

- I. Answer **all** questions, **each** in a word or sentence.
1. What does 'Heading' indicate in a business letter?
 2. Expand the short form PFA as used in emails.
 3. What is the tone to be avoided in a business letter?
 4. Give two examples of complimentary close in a business letter.
 5. What does "Cc" mean in an email?
 6. Expand HRD as used in appointment letters.
 7. Who is the author of the collection *Thoughts in the Cloister and the Crowd*?
 8. What does 'appro' mean in Gujarati?
 9. In which year did Infosys start functioning?
 10. In which year was Facebook launched?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

- II. Answer **any eight**, each in a short paragraph not exceeding **50** words.
11. What should be done to minimise errors in a business letter?
 12. What is the relevance of a resume?
 13. "Since I want a leave, I am unwell" – Correct the sentence as written in a leave letter.
 14. What is the importance of customer complaints?
 15. What are the different stages of report writing?
 16. What is the importance of making notes of business conversation?
 17. Describe the right body language for an interview.
 18. How should advertisements be worded?
 19. What are the matters to be avoided while preparing the minutes of a meeting?
 20. What was the advice JRD Tata gave Sudha Murty when she told him about the proposed launch of Infosys?
 21. What are Narayana Murty's views on learning from experience?
 22. Explain the image of the fruit garden used by Narayana Murty at the end of his speech.
 23. What is digital detox?
 24. Explain the phrase "den of comparison" as used in Gulati's article.
 25. How did Narayana Murty's Indian nationality help him in Bulgaria?
 26. What does Gulati say about 'switching costs, with regard to Facebook?

(8 × 2 = 16 Marks)

SECTION – C

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

27. What are the various parts of a report?
28. What should an interviewer be ready with before an interview?
29. As a Commerce student, write an email to a Financial Services company, requesting an internship opportunity.
30. Write the agenda for a meeting convened by the Secretary of a Sports Club regarding an upcoming event.
31. Can social networking promote business? State your views.
32. Draft a conversation between two entrepreneurs discussing the effects of the lockdown.
33. Create an advertisement for a new Television Channel.
34. Draft the first three questions asked at an interview for the post of Content Writer and the respective answers given by a candidate.
35. What is the final piece of advice Narayana Murty gave the students, regarding the wealth one earns?
36. What were the admirable traits of JRD Tata's character?
37. What is the relevance of moral values in business?
38. How does Facebook affect the life of a teenager?

(6 × 4 = 24 Marks)

SECTION – D

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

39. Write an essay on Sudha Murty's experiences at TELCO.
40. Imagine that you are applying for the post of Customer Relations Executive in a private bank. Prepare a resume for the purpose.