



M 6083

Reg. No. :

Name :

VI Semester B.A./B.Sc./B.Com./B.B.A./B.B.A.T.T.M./B.B.M./B.C.A./B.S.W./
B.A. Afsal-UI-Ulama Degree (CCSS – Reg./Supple./Improv.)

Examination, May 2014

Open Course

6D02 ENG : ENGLISH FOR BUSINESS PURPOSES

Time : 2 Hours

Max. Weightage : 20

- I. Write an essay of abt. **200** words on **any one** of the following : **(Weightage 1×4=4)**
- 1) Explain the different types of communication.
 - 2) Describe the essential features of business English.
- II. Write paragraph answers in **80** words on **any two** : **(Weightage 2×2=4)**
- 3) Advantages of E-mail.
 - 4) LSRW.
 - 5) Functions of communication.
 - 6) Differences between spoken and written communication.
- III. Write paragraph type answers in **80** words on **any 2** of the following : **(Weightage 2×2=4)**
- 7) Prepare the brochure of Kerala State Government promoting tourism in our state. Highlight the exotic locations and the packages provided by the state.
 - 8) Tour business organization is organising a campus recruitment in various colleges across Kerala. Prepare a letter to be sent to the colleges, informing them of the opportunity, your criteria and inviting their participation.
 - 9) Write a brief profile of your computer company 'Neologics' to be included in the Business Directory of Technopark.
 - 10) Imagine that you are the student representative of the class. The teacher asks you to inform all your classmates the details of your sixth semester syllabus. Prepare an SMS message to be sent to your classmates.

P.T.O.



IV. Answer **any 6** in **1** or **2** sentences :

(Weightage 6×1=6)

- 11) Formal informal communication.
- 12) Netiquette.
- 13) Received pronunciation.
- 14) Expansion of SMS and MMS.
- 15) Note – taking.
- 16) Video conferencing.
- 17) What is an agenda ?
- 18) Write a sentence which involves the function of 'warming'.

V. Answer choosing the correct option.

(Weightage 2×1=2)

- 19) A) What is "AOB" written at the end of an agenda ?
(A Or B, Any Other Block, Any Other Bureau, Any Other Business)
 - B) Business letters are _____
(Formal, Informal, Non-verbal, None of these)
 - C) Communication is a means of expressing _____
(attitude, ideas, feelings, all of these)
 - D) Fill in using the suitable preposition – "Keep" the minutes short and _____ the point."
(for, at, to, with)
- 20) A) A framework that helps meetings own effectively.
(minutes, agenda, video-conferencing, none of these)
 - B) Which of the following is a component of basic language skills ?
(elucidatory, explaining, speaking, describing)
 - C) Which of the following is an expression of approval ?
(Thats it, Consequently, I told you, Kudos)
 - D) A feature of Advertisement.
(video conferencing, copy-writing, minutes, agenda)