



25019582

QP CODE: 25019582

Reg No :

Name :

**B.A DEGREE (CBCS)) REGULAR/ IMPROVEMENT/ REAPPEARANCE / MERCY
CHANCE EXAMINATIONS, FEBRUARY 2025**

Fourth Semester

B.A English Literature ,Communication and Journalism Model III (Triple Main)

Core Course - EN4CRT09 - BUSINESS WRITING

2017 Admission Onwards

93DD152C

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is date line?
2. What is a rhetorical question?
3. What are complaint letters?
4. What is meant by curriculam Vitae?
5. What is a formal proposal in business?
6. What is a business proposal?
7. Write four phrases used for asking a clarification.
8. Write four phrases used for asking contributions from other participants.
9. Write four phrases used for correcting information.
10. What is the meaning of the idiom ' selling ice to the Eskimos'? Give one example.
11. What is the meaning of the idiom ' back to the drawing board'? Give one example.
12. What is the meaning of the idiom ' in a nutshell'? Give one example.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What are the ways of organising ideas?





14. Discuss briefly the Appropriate letter of Refusal and Inappropriate letter of Refusal.
15. Discuss the essentials of an E-mail.
16. What is a Press Release?
17. What is a memo? What is the format of a memo? What are the things to be kept in mind while writing a memo?
18. Explain briefly recommendation report and informative report.
19. Write a conversation between two friends about starting a new restaurant in their home town.
20. Explain the following Business English idioms giving two examples each: Too many chiefs not enough Indians, eager beaver, go belly up, a foot in the door, a slice of the pie.
21. Explain the following Business English idioms giving two examples each: ahead of the curve, the elephant in the room, back to square one, a dead duck, walking papers.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. A) Draft an announcement letter declaring bonus for the staff. B) You are celebrating your company's annual launch party. Draft an invitation letter
23. Write a letter of appreciation thanking the support given by the HRD Department of Royal Pacific group to the promotion of your organisation's Autism Diagnosis Project.
24. You are applying for the post of Senior Editor in a reputed media firm. Prepare your resume along with a suitable covering letter.
25. Write a conversation between four friends regarding the best business to start in a small town. The conversation should contain opinions, comments and agreeing and disagreeing with opinions.

(2×15=30)

