



QP CODE: 24020217



Reg No : .....

Name : .....

**B.A DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE  
EXAMINATIONS, MAY 2024**

**Second Semester**

**Complementary Course - EN2CMT05 - ENGLISH FOR BUSINESS COMMUNICATION**

**-2**

(Common for B.A English Language and Literature Model II Administrative Assistant, B.A English Language and Literature - Model II (Vocational: Careers and Communication Skills))

2017 ADMISSION ONWARDS

3D68CEC3

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. What is a line graph?
2. What are some of the requirements of commercial correspondence?
3. What is the old format of letter writing? Provide an example.
4. What are the advantages of using the modern form of letter writing as compared to the old form?
5. What are some of the presentation formats that can be used in commercial correspondence?
6. What are some of the etiquette to be followed while writing letters?
7. What are some of the criteria that qualifies a letter as being a good one?
8. What are the consequences of sending out a bad letter?
9. Expand the following: COD, GDP, NSE, IMF, SEBI.
10. What is the information that needs to be provided when replying to a telephone message?
11. What are the kinds of dictionaries available?
12. How can relevant information be derived from letters?

(10×2=20)





### Part B

Answer any **six** questions.

Each question carries **5** marks.

13. Explain the need for courtesy in letter writing.
14. How are draft letters to be edited? Explain.
15. What is proof reading? Explain with appropriate examples.
16. What is digital or online marketing? What are its advantages?
17. Explain the difference between the following pairs of words: coarse/ course, hear/ here, loose/ lose, quiet/ quite, stationery/ stationary.
18. What are some of the pointers to be noted when receiving a telephone message?
19. What purposes are a dictionary used for?
20. In what way can a dictionary help confirm a word's spelling?
21. How can information be retrieved from files?

(6×5=30)

### Part C

Answer any **two** questions.

Each question carries **15** marks.

22. How does one make corrections in commercial correspondence? Explain with appropriate examples.
23. Write a note on words used in ecommerce and its importance in today's world.
24. How will you go about dealing with difficult business clients?
25. To retrieve information from reports, what methods may be adopted?

(2×15=30)

