



23104783

QP CODE: 23104783

Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR/IMPROVEMENT/REAPPEARANCE
EXAMINATIONS, FEBRUARY 2023**

First Semester

**Complementary Course - EN1CMT04 - ENGLISH FOR BUSINESS COMMUNICATION
- 1**

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

2017 Admission Onwards

099AE29D

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. When are letters of reference written?
2. What are the different components of a sales letter?
3. What is a collection letter?
4. What kinds of letters are used in legal transactions?
5. What is the purpose of a D.O. letter?
6. What are some of the instances when circular letters are written?
7. What is meant by notice?
8. What is meant by minutes?
9. Why is note taking essential in business communication?
10. How is an outline to be prepared?
11. Explain the role of diaries as memory aids.
12. How is numerical data represented in a telegram?

(10×2=20)





Part B

Answer any **six** questions.

Each question carries **5** marks.

13. What are the various styles that can be used?
14. Write a reply to a letter of complaint from a customer who received a book from your publishing house, with pages missing.
15. Write an agenda for the school board meeting where the discussion will be the upcoming annual day celebrations.
16. What are the contents included in the summary of a report?
17. What happens to letters with enclosures?
18. Create a diary entry of a day when you were the students' union chair person when the principal announced gold medals for the toppers in each class as well as prizes for the toppers in each subject, and you were eligible, as a student, for many prizes.
19. Issue an experience certificate from your company for an employee who is leaving his job.
20. Write notes on telex messages.
21. What are the advantages of providing souvenirs to clients?

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Compose a letter to the Director of Education applying for appointment as a teacher.
23. Write a follow-up letter to a client after a sales meeting where you demonstrated the latest mobile of your company.
24. Write out a memo as the branch manager to an officer in the bank about allegations of fraud.
25. Compile an advertisement for the following posts in your company:
i) computer operator ii) Front office staff iii) Telephone operator

(2×15=30)

