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Reg. No. :

Code No. : 10106

Sub. Code : SNEN 4 A/
ANEN 41

U.G. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Fourth Semester

English

Non Major Elective — BUSINESS COMMUNICATION /
BUSINESS ENGLISH

(For those who joined in July 2017-2020)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The word 'communication' is derived from the Latin term '————' or 'Communico'.

- (a) Communicare (b) Community
(c) Common (d) Compliment

2. Communication plays a significant role in the running and growth of an————.

- (a) Idea (b) Organisation
(c) Economy (d) Investment

3. The ————— is the most commonly available visual aid equipment.

- (a) Chart (b) Radio
(c) Blackboard (d) Gramophone

4. Email is the easiest and cheapest way of —————.

- (a) Communication (b) Presence
(c) Assignment (d) Letter

5. The skill of report writing can be acquired by mastering the craft of————.

- (a) Writing (b) Listening
(c) Speaking (d) Reading

6. A ————— is defined as a written offer to solve a technical problem or to undertake a project.

- (a) Copy editing (b) Proposal
(c) Job description (d) Handbook

7. A letter of "—————" is written to seek information from other organization.

- (a) Quotation (c) Collection
(d) Enquiry (e) Sales

8. A ————— is a concise reference handbook dealing with a particular process, procedure, operation, mechanism, job instruction etc.

- (a) Notice
(b) Agenda
(c) Business Correspondence
(d) Manual

9. An ————— is used indirectly to enlighten the public at large about new products and services.

- (a) Advertisement (c) Illustration
(d) Meme (e) Tik-Tok

10. Graphic aids are classified into ————— types.

- (a) Three (c) Two
(d) Four (e) Five

PART B — (3 × 5 = 15 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Write a note on linguistic communication.

Or

(b) Describe the patterns of communication.

12. (a) "Audio Tape Recorder is the cheapest and most practical aid". — Comment.

Or

(b) Comment on the closings in an email.

13. (a) Why is the technical section considered as the most important section of the proposal?

Or

(b) Enumerate the steps involved in Report writing.

14. (a) Mention the sequence of information in a job application letter.

Or

(b) What is an Agenda?

15. (a) "The task of creating the language of advertisements is by no means an easy one" – Explain.

Or

- (b) State the uses of Graphic aids.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) What are communication Barriers?

Or

- (b) "Effective communication is a building block of a successful organizations". – Justify.

17. (a) Bring out the effectiveness of audio-visual aids in teaching learning process.

Or

- (b) Explore the advantages of email.

18. (a) Examine the features of a formal report.

Or

- (b) "Technical proposals are persuasive in Nature" – Substantiate.

19. (a) Your friend has been promoted as sales manager. Draft a letter of congratulation.

Or

- (b) Enumerate the steps involved in writing minutes.

20. (a) Write about the media (any two) commonly used for advertising.

Or

- (b) Graphic aids have become a sort of vocabulary for the professional – Elucidate.