(6 pages) **Reg. No. : .....**

Code No. : 4617 **Sub. Code : RSEN 5 A**

B.A. (CBCS) DEGREE EXAMINATION, NOVEMBER 2010.

Fifth Semester

Part III — English — Main

Paper III — SKILL BASED BUSINESS ENGLISH

(For those who joined in July 2008 onwards)

Time : Three hours **Maximum : 75 marks**

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. ———— are the 'life blood' of modern business.
   (a) Lawyers
   (b) Effective business letters
   (c) Low costs
   (d) Advertisement.

2. The Inside address must be the same as the ————.
   (a) Superscription (b) Greeting
   (c) Subject (d) Post Script.

3. ———— is a tool of downward communication
   (a) Office notes (b) Placards
   (c) Office order (d) Visuals.

4. ———— receives letters of complaint from share holders
   (a) President
   (b) Secretary
   (c) Share holders
   (d) Directors.

5. Persons who lack ———— generally avoid eye-contact
   (a) Self confidence (b) Truth
   (c) Courage (d) All the above.

14. (a) Write an application for the post of a Mechanical Engineer.

Or

(b) Issue a character certificate to one of your employees.

15. (a) Draft a sales letter to promote the sales of a two-wheeler.

Or

(b) When are status enquiries necessary?

PART C — (5 × 8 = 40 marks)

Answer ALL the questions, choosing either (a) or (b).

16. (a) Write about the use of

(i) Comma

(ii) Semicolon

(iii) Colon

(iv) Apostrophe.

Or

(b) Give any three examples of occasions indetail which calls for circular letter in Business.

17. (a) Discuss the main features of a good sales letter.

Or

(b) Write a letter to a customer announcing price reduction.

18. (a) As an employer write a letter of recommendation for an employee who is seeking better prospects.

Or

(b) Make out an application to the Income Tax Department, requesting to refund the excess tax paid during the last assessment year.

19. (a) Prepare a report to be sent to the press on the inaugural function relating to the Handloom Exhibition in your town.

Or

(b) Write a letter to a shareholder, inviting him to discuss his willingness to accept the directorship of your company.

20. (a) How the first meeting of board of directors is held?

Or

(b) What is the duty of the secretary in connection with a meeting in a company?

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