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

Fourth Semester

English

Non-Major Elective — BUSINESS
COMMUNICATION/BUSINESS ENGLISH

(For those who joined in July 2016 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Man has been using language as a tool of ————
(a) communication (b) management
(c) democracy (d) knowledge
2. There are ———— aspects of communication in organizations.
(a) three (b) two
(c) four (d) five

3. An ———— is a clean, often superior substitute for the blackboard.
(a) Podium
(b) Microphone mixers
(c) Over head projector
(d) Wireless microphones
4. E-mail is a shortened form of ————
(a) electronic services
(b) electronic channels
(c) electronic devices
(d) electronic mail
5. A ———— is a major form of professional communication.
(a) report (b) memo
(c) brochure (d) flyers
6. There are two types of proposals, solicited and ————
(a) Compliance (b) Unsolicited
(c) Presentation (d) Performance

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7. A ——— letter is also called as complaint letter.

- (a) Adjustment (b) Collection
(c) Claim (d) Sales

8. ——— is an official list of items of business to be transacted at a specific meeting.

- (a) Notice (b) Minutes
(c) Style (d) Agenda

9. ——— advertisement is the principal form of outdoor advertising.

- (a) Billboard (b) Direct mail
(c) Newspaper (d) Magazine

10. A ——— table is a part of the text, a sort of continuation of the text.

- (a) Coffee (b) Dependent
(c) C (d) End

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Write about the process of communication.

Or

(b) What are the questions to be asked for the proper functioning of a communication system?

12. (a) Point out the purpose of audio – visual aids.

Or

(b) Comment on the subject line in an email.

13. (a) What is an solicited proposal? Give an example.

Or

(b) What are the parts of a formal report?

14. (a) Suggest a few guidelines to draft an enquiry letter.

Or

(b) Bring out the purposes of notices in an organization.



15. (a) Sketch the characteristics of an advertisement.

Or

- (b) "Unique visual graphic aids like maps can create excitement and interest and add impact to your message" – Exemplify.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Discuss the Barriers to communication.

Or

- (b) Enumerate the types of organizational communication.

17. (a) State the advantages in the use of the blackboard as a visual aid equipment.

Or

- (b) How to write a proper email?

18. (a) Comment on the elements that constitute the structure of informational and interpretive reports.

Or

- (b) List out the key factors to the success of a technical proposal.

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19. (a) Write an essay on job application letter.

Or

- (b) Classify the three categories of manual.

20. (a) What is the role of newspaper in advertising?

Or

- (b) Describe some of the charts commonly used in the professional world.

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