

(7 pages)

Reg. No. :

Code No. : 30354

Sub. Code : APCM 21/
CPCM 21

U.G. (CBCS) DEGREE EXAMINATION,
APRIL 2023

Second Semester

Add on Major

PROFESSIONAL ENGLISH FOR COMMERCE
AND MANAGEMENT – II

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Choose the appropriate antonym of MITIGATE from the following options

- (a) Abate
- (b) Aggravate
- (c) Deserts
- (d) Devises

2. What is the abbreviation of "SEBI"?
- (a) Sales Enterprise Business Inflation
 - (b) Securities and Exchange Board of India
 - (c) Sales Exchange Board of India
 - (d) Security Board of India
3. Choose the one which best expresses the synonym of "VULNERABLE"
- (a) secure
 - (b) exposed
 - (c) Protected
 - (d) Guarded
4. Indirect persuasion would be most appropriate for someone who is
- (a) Talking to a group of non-smokers about the dangers of smoking
 - (b) Taking to a group of Republicans about the merits of a democratic proposal
 - (c) Talking to students who are in class on time about the importance of promptness over tardiness
 - (d) talking to a group of teachers about the value of education



5. What will be the third stage of listening?
- (a) Responding
 - (b) Evaluating
 - (c) Understanding
 - (d) Remembering
6. Which of these is not a type of interview?
- (a) Stress Interview
 - (b) Screening Interview
 - (c) Group Interview
 - (d) Behavioural Interview
7. A creative person is most likely
- (a) Left brained
 - (b) Right brained
 - (c) both left and right brained
 - (d) No brain
8. When you expand your ideas and add many details to a project, you are using
- (a) Elaboration
 - (b) Fluency
 - (c) Originality
 - (d) Flexibility

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9. Which of the following is not the way to communicate better with your colleagues at work?
- (a) Listen actively
 - (b) Speak with distraction
 - (c) Construct criticism
 - (d) Build and earn trust
10. "I was late because I missed the bus" Choose the correct function of the phrase.
- (a) To enquire (b) To inform
 - (c) To explain (d) To advise

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Identify singular or plural from the following word
- (i) Data
 - (ii) Fact
 - (iii) Consensus
 - (iv) Strategy
 - (v) Prototype

Or

- (b) State the advantages and disadvantages of credit cards.

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[P.T.O.]



12. (a) What are the points to be considered to make an effective extempore?

Or

- (b) Identify the name of the product which the caption represents

Believe the Best

Connecting people....

Think Different....

race, space, pace....

A better life, A better world

13. (a) List some of the basic digital tools that beginners should know about.

Or

- (b) Discuss the importance of having a website.

14. (a) What are the important steps for successful communication?

Or

- (b) How can we increase the satisfaction of our employees?

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15. (a) What is the structure of Power point presentation?

Or

- (b) What are the points to be noted to make the minutes of a meeting?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) How do banks help ordinary people?

Or

- (b) How vision and creativity contribute to successful leadership?

17. (a) Draft an argumentative essay on "Digital India — a sign of progress".

Or

- (b) What are the advantages of E-commerce?

18. (a) What is active listening ? What are the steps involved in active listening?

Or

- (b) What are some of the digital skills that businesses expect employees to possess?

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19. (a) Explain the steps involved in the creation of a blog.

Or

- (b) Explain the problem solving methods for creative thinking in communication.

20. (a) Write a note on the points to remember while describing a company profile.

Or

- (b) What are the points are considered for developing a good paraphrasing?
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