

(7 Pages)

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CPCM11**

B.B.A./B.Com. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2021.

First Semester

Add-on-Major — Main

PROFESSIONAL ENGLISH FOR COMMERCE AND  
MANAGEMENT — I

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — ( $10 \times 1 = 10$  marks)

Answer ALL questions.

Choose the correct answers :

1. Through ———— particular notes and coins  
were barred from using as money.  
(a) Entrepreneurship    (b) Demonetisation  
(c) Automation            (d) None of these

2. \_\_\_\_\_ are used by organization to communicate in a professional way with clients.
- (a) Personal letters      (b) Epistles  
(c) Business letters      (d) Crossed letters
3. Reading a text to get specific information from the text is known as \_\_\_\_\_
- (a) In-depth reading      (b) Skimming  
(c) Scanning      (d) None of these
4. The term dividend stands for \_\_\_\_\_
- (a) A date on which something must be completed  
(b) A part of a company's profits that is paid to the people who owns shares in it  
(c) An act of buying and selling goods  
(d) A plan to achieve a purpose
5. By and large, I accept your views, but \_\_\_\_\_ this expression is an example of
- (a) negotiating      (b) linkers  
(c) covering letters      (d) active voice
6. In a business communication, the tone of writing should be \_\_\_\_\_
- (a) argumentative      (b) positive  
(c) negative      (d) bombastic

7. The act of informing or persuading a group of audience is known as \_\_\_\_\_
- (a) Group discussion      (b) Interview
- (c) Public speaking      (d) Presentation
8. A presentation that exceeds more than \_\_\_\_\_ will make the audience restless.
- (a) 30 minutes              (b) one-hour
- (c) 10 minutes              (d) 45 minutes
9. Expand PPT
- (a) Power Point Presentation
- (b) Power Point Tabulation
- (c) Presentation in Power Point
- (d) Power Point Transmission
10. \_\_\_\_\_ is an important study skill.
- (a) Memorizing              (b) Not making
- (c) Rote learning              (d) None of these

PART B — ( $5 \times 5 = 25$  marks)

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

11. (a) Narrate a conversation between a small entrepreneur who wants to start a business of his own and a government representative.

Or

- (b) Write a short note on the importance of 'Business letters'.

12. (a) Fill in the blanks with suitable linkers.

- (i) I had an umbrella, ————— I got wet.
- (ii) He missed the flight ————— he came late.
- (iii) ————— Jancy is sick, she still goes to college.
- (iv) The train had left, ————— I reached the station.
- (v) ————— of the rain, they went on a picnic.

Or

(b) Write definitions for the following words.

- (i) E-commerce
- (ii) Retail
- (iii) Authorization
- (iv) Memorandum
- (v) Capital.

13. (a) Write a short note on the structure of the 'Essay'.

Or

(b) Write a short note on the useful expressions in the process of negotiation.

14. (a) What is the role of preparation in a good presentation?

Or

(b) How will you make a presentation on demonetization?

15. (a) What are the general principles you should follow while taking the notes on a lecture/a book?

Or

(b) How will you overcome the issue of the misleading advertisements?

PART C — (5 × 8 = 40 marks)

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

16. (a) Prepare a sample business letter as written by a principal of an institution to a major publishing house, enquiring about the availability of the books prescribed in the syllabus.

Or

- (b) Prepare a sample E-mail announcing the launch of a short-term course on business etiquette.

17. (a) What is a marketing copy? Explain with examples.

Or

- (b) You have developed an app that will help the parents to track their children's academic progress. How will you describe your product to the target customers?

18. (a) Write a general essay on the impact on Covid 19 on our economy.

Or

- (b) Write an essay on customer – relation management.

19. (a) Explain the role of presentation in communication. What are the recommendations to be followed in writing to make a good presentation?

Or

- (b) Write eight recommendations to be followed while buying shares.
20. (a) Make a detailed power point presentation of the following topic.
- Risk associated with E-commerce business.

Or

- (b) Self reliant India mission is a project introduced by the government to promote the local entrepreneurs during the pandemic times. Suggest ways to make this movement of 'vocal to local', a success.
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