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

Code No. : 10117 **Sub. Code : RSEN 5 A/ BSEN 5 A**

B.A. (CBCS) DEGREE EXAMINATION, NOVEMBER 2013.

Fifth Semester

Part III — English — Main

Paper III — Skill Based Subject — BUSINESS ENGLISH

(For those who joined in July 2008 to 2011)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. ———— means getting people to give their best
   (a) education (b) motivation
   (c) persuation (d) warning.

2. The commercial jargon 'ad arbitrium' can be substituted with the phrase ———
   (a) to act upon (b) out of date
   (c) result of an act (d) at pleasure.

3. ———— is used to form compound noun
   (a) Hyphen (b) Doubledash
   (c) Parentheses (d) Brackets.

4. ———— are used for horizontal communication
   (a) office notes (b) placards
   (c) visuals (d) gestures.

5. ———— are the proprietors of a company
   (a) President and Secretary
   (b) Share holders
   (c) Directors
   (d) Customers.

6. 'Using the hand motion over the throat' indicates ————
   (a) I am thirsty (b) It's cold
   (c) Yes (d) Listening.

7. The foreign word 'altercation' can be substituted with ————
   (a) lovable (b) blunder
   (c) berth (d) quarrel.

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8. ——— denotes that something is to follow

(a) comma (b) semicolon

(c) colon (d) full stop.

9. The synonym of 'cannon' is

(a) a law (b) a big gun

(c) minority (d) destructoin.

10. The non-verbal aspects of the spoken words are known as

(a) gesturer (b) facial expression

(c) symbols (d) paralanguage.

PART B — (5 × 5 = 25 marks)

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

11. (a) What are the characteristics of communication?

Or

(b) What are the types of communication?

12. (a) What are the main objectives of a sales promotion letter?

Or

(b) Draft a sales letter to promote a popular ballpoint pen.

13. (a) Mention a few occasions that call for complaint letters.

Or

(b) Write a letter to a book depot complaining delay in delivery.

14. (a) Write a letter of complaint to post master about non-delivery of registered pared.

Or

(b) Points to include while writing the minutes of a meeting.

15. (a) Write a letter of enquiry in order to surrender a life insurance policy.

Or

(b) Write a letter asking for loan on a life insurance policy.

PART C — (5 × 8 = 40 marks)

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

16. (a) Write about the importance of a business letter.

Or

(b) Describe the different parts of a letter.

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17. (a) What are follow up letters?

Or

(b) Write a letter enquiring about the supply of uniforms for your bank staff.

18. (a) Write a letter confirming an order placed by an electrical company.

Or

(b) Draft a reply to a customer who has complained about the defects in the pens you have sent.

19. (a) Messrs Rajesh Trading Company needs a typist possessing good speed in type writing-Apply for the post with details within 10 days.

Or

(b) Make out a complaint to the Railway department stating certain parcels, you booked a month back have not reached the address. Also request them to have an enquiry to find its where abouts.

20. (a) Write a speech of the chairman of Madras Toys Corporation LTD its second annual general meeting.

Or

(b) Draft a letter to be sent to the press, on a meeting held in your college to promote the Small Savings Movement.

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