

(7 pages)

Reg. No. : .....

**Code No. : 10803**

**Sub. Code : CPCM 11**

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

First Semester

Add on Major

PROFESSIONAL ENGLISH FOR COMMERCE AND  
MANAGEMENT

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which of these must not be mentioned in a business letter?
  - (a) Information of the quality of the order
  - (b) Name of the firm
  - (c) The mode of payment
  - (d) With regards

2. Which of the following word is correct?

- (a) Etiquette
  - (b) Etiquete
  - (c) Ettiquette
  - (d) Ettiquete

3. A student is reading fast, looking for specific information in a manual. What is this reading sub skill known as?

- (a) Skimming
  - (b) Scanning
  - (c) Bottom up reading
  - (d) Critical reading

4. Writing is more complicated skill because of

- (a) its variety of fields
  - (b) its last position
  - (c) its inclusion of other subjects
  - (d) Graphic representation and presentation of structured thoughts

5. Why is Brainstorming important?

- (a) So we can be able to think
  - (b) Improves your critical thinking and problem solving skills as an individual and a team
  - (c) It's not important
  - (d) All the above

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6. To initiate the group discussion means
- Giving chance to others to speak
  - Being humble
  - To cause or facilitate the beginning of the topic
  - Inspiring others to speak
7. \_\_\_\_\_ is a technique that involves changing a text-matter so that it is similar to the main source.
- Note-taking
  - Paraphrasing
  - Summarizing
  - Precis writer
8. Articles in English may be classified are \_\_\_\_\_ and \_\_\_\_\_.
- Specific
  - Concrete
  - Definite
  - Indefinite
- (i), (ii)
  - (ii), (iii)
  - (iii), (iv)
  - (iv), (i)
9. As a means of communication, e-mails have features of the immediacy of both \_\_\_\_\_ and \_\_\_\_\_.
- reading, receiving
  - writing, sending
  - calling, receiving
  - receiving, sending
10. \_\_\_\_\_ encloses the words of a speaker.
- Quotation marks
  - Comma
  - Full stop
  - Apostrophe

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PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Essentials of e-mail etiquette.
- Or
- (b) Drafting tips for enquiry letters.
12. (a) Fill in the blanks with suitable linkers given in the box :

In spite of, finally, before, yet, on the other hand, but, as, because, unlike, although

- The train had left \_\_\_\_\_ I reached the station.
- I had an umbrella, \_\_\_\_\_ I got wet.
- \_\_\_\_\_ the rain, they went on a picnic.
- \_\_\_\_\_ the matter was settled.
- Ravi loves football \_\_\_\_\_ his brother loves cricket.
- Regu is short tempered \_\_\_\_\_ his mother.

Or

- (b) What is a marketing copy? Explain with a suitable example.

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[P.T.O.]





13. (a) Discuss the ways to manage risk.

Or

- (b) What are the classifications of "Essay"?

14. (a) What is the importance of presentation?

Or

- (b) How can you prioritize your tasks?

15. (a) Make a Power Point presentation (5 slides) on "Implications of Foreign Direct Investment (FDI) for business.

Or

- (b) Why note making is important?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) You bought Smart phone a week ago but when you got home you discovered it did not work properly. You called customer service to report the problem but you have not yet received any help. Write a letter of complaint to the manager to take action immediately.

Or

- (b) What are the points are to be conserved to draft an offer letter?

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17. (a) Write the extended definitions for the following :

- (i) Capital
- (ii) Revenue
- (iii) Inventory
- (iv) Supply chain
- (v) E-Commerce
- (vi) Franchise

Or

- (b) Discuss the pros and cons of Digital transactions.

18. (a) Write an essay on "e-learning".

Or

- (b) Explain structure of an essay with a suitable example.

19. (a) Decision making is an integral part of the management of the organization – Discuss.

Or

- (b) Write recommendations for starting online business of your choice.

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20. (a) Explain about Life skills.

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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