

CODE: 24012

REG.NO: -----

SUBJECT CODE: APCM11

B.B.A./ B.Com., (CBCS) DEGREE EXAMINATION NOVEMBER 2020
FIRST SEMESTER

Add on Major

Professional English for Commerce and Management - I

(For those who joined in July 2020 onwards)

TIME: Three hours

MAXIMUM: 75 Marks CODE:

PART – A (10X1=10 MARKS)

Answer all Questions. Choose the correct answer.

1. In the E- mail , BCC stands for
 - a. Blind carbon copy b. bright carbon copy c. blind clean copy d. before column copy
2. How does the speaker acknowledge that the listener is active?
 - a. Interactive at all times
 - b. Open Mindedness
 - c. Poor Nonverbal cues
 - d. Lack of comprehension
3. What is the relationship between hearing and listening?
 - a. Both are discrete.
 - b. Hearing is the first step to listening
 - c. Listening and hearing are not skills.
 - d. Hearing is a skill not listening
4. What way can the Ideas and concepts be visualized?
 - a. Fantasy
 - b. Mind-map
 - c. Flow-chart
 - d. paraphrasing
5. Negotiation succeeds ----
 - a) selling b) argument c) Debate d) Payment
6. Group discussions are used in the job market during -----
 - a) Interviews b) Market discussions c) Business Meetings d) Listening precise
7. The 3 Ps refer in the presentation -----
 - a. Preparation, Practice and Performance
 - b. Perfections, Practice and Performance
 - c. Practice, Performance and preaching

d. Preparation, Practise and Purification

8. Good time management involves in -----

- a. priority b. popularity c. Publicity d. fidelity

9. Note-taking is a process involves in-----

- a. Recording b. Erasing c. Taking d. Talking

10. Loyalty is -----

- a. Ethics b. a life skill c. a professional skill d. a speaking skill

PART – B (5X5=25MARKS)

Answer all questions. Choosing either (a) or (b), Answer should not exceed 250 words.

11. (a) Attempt a description of the picture given below about 150-250 words.



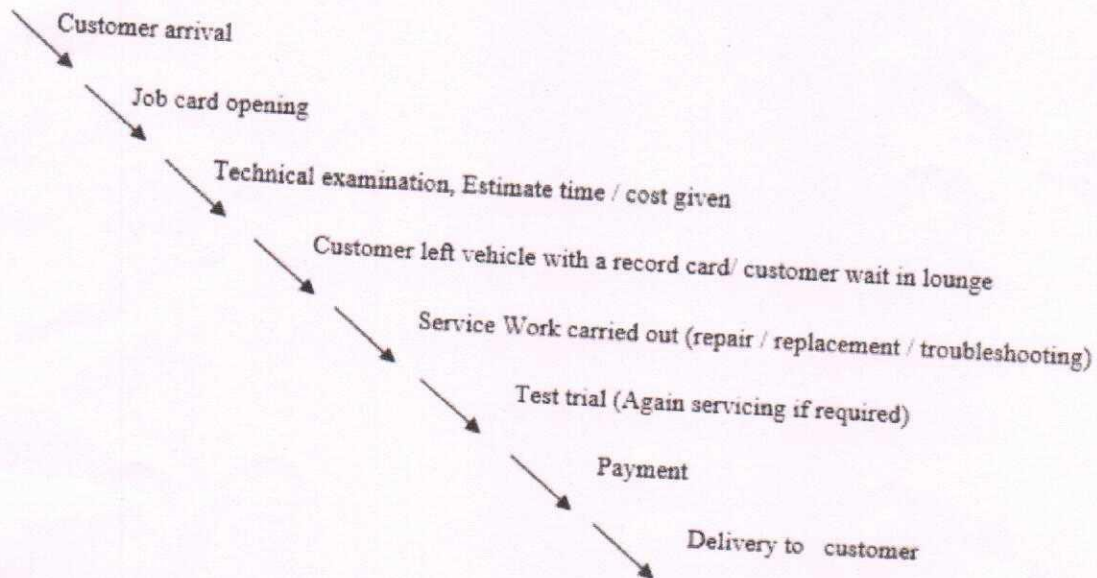
(OR)

(b) Write a format of business letter.

12. (a) Write a paragraph about "Subsidy".

(OR)

(b) Write a paragraph using the given flow-chart.



13. (a) Fill in the blanks with appropriate prepositions.

-----2016, Phelps was selected to be the flag holder for the US Olympic team -----Rio de Janeiro. He went on to triumph five more gold and one silver medal. -----August 13, -----the 4 × 100-meter medley relay, Phelps completed his profession with another medal, his 23rd gold and his 28th medal overall. Amazingly, -----age 31, Michael Phelps broke a 2,168-year-old antique Olympic record, set by Leonidas of Rhodes, who had held the most Olympic individual titles of all time.

(OR)

- (b) Write a paragraph about descriptive essay.

14. (a) Write a topic on "Customer Service"

(OR)

- (b) Write a topic on "Team work"

15. (a) Write about Power Point Presentation?

(OR)

- (b) What are the salient features to be followed to make Power Point presentation more effective?

PART – C (5X8=40 MARKS)

Answer all questions. Choosing either (a) or (b), Answer should not exceed 600 words.

16. (a) Compare the advantages and disadvantages of E – mail with physical mail.

(OR)

- (b) What are the salient features of writing business letter?

17. (a) Read the passage and draw a flow chart.

Preparing cappuccino

Pour cold milk into a metal steaming pitcher, about a third full. Release steam from the steaming wand for two seconds to eliminate any residual water. Dip the tip of the steaming wand into milk and start frothing. As the foam rises and the volume of milk increases, lower the pitcher, always keeping the tip submerged and tilted to create a vortex. Do not mix unnecessarily. Continue steaming until the milk reaches 65 degrees and its volume doubles. Tap the base of the pitcher firmly on the countertop to compress the foam. Prepare an espresso in a large cup. Pour the foamed milk directly into the cup, first aiming for the center, then continuing in a circular motion out toward the rim. Operate the steam one more time to eliminate any remaining milk residue. The cappuccino is ready to serve.

(OR)

- (b) What is flow-chart? Discuss the uses in 150 words.

18. (a) Illuminate the importance of Group Discussion and explain its objectives

(OR)

- (b) Write an argumentative essay on "corona holidays"- a boon or a bane.

19. (a) Write eight recommendations to be followed to get rid of mobile phone addiction.

(OR)

- (b) Write eight recommendations to be followed in the classroom during pandemic time.

20. (a) Why Critical thinking skill is inevitable for good employability?

(OR)

- (b) What are the salient features of a perfect Power Point Presentation?