

(7 Pages)

Reg. No. :

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Sub. Code : APCM 21/
CPCM 21

B.Com./B.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2022

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. Specific opposite of a given word is termed as

- (a) Acronym (b) Antonym
(c) Synonym (d) Anonym

2. _____ is a period of economic decline or negative growth.

- (a) Contraction (b) Recession
(c) Expansion (d) Depression

3. CEO stands for _____

- (a) Central Executive Office
(b) Chief Executive Office
(c) Chief Executive Officer
(d) Central Executive Officer

4. To persuade is to _____

- (a) Agree (b) Convince
(c) Respond (d) Disagree

5. Active listening involves

- (a) Repeating, Reflecting and Responding
(b) Repeating, Paraphrasing and Reflecting
(c) Repeating, Paraphrasing and Responding
(d) Repeating, Recording and Reflecting

6. _____ as a short piece of text found below a picture.

- (a) Phrase (b) Quote
(c) Caption (d) Illustration

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7. Flyer is a form of _____
(a) Newspaper
(b) Paper advertisement
(c) Webpage
(d) Online advertisement
8. A title, brief summary, or a picture or illustration accompanying with one particular thing may be product or service
(a) Title (b) Poster
(c) Heading (d) Caption
9. The art of saying the right words in the right way at the right time is
(a) Effective communication
(b) Effective leadership
(c) Effective speaking
(d) Effective presentation
10. Photos, pictures and graph are significant part of _____
(a) Posters
(b) Brochures
(c) Advertisement
(d) Power point presentation

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Give the meaning of the following idioms and write a sentence using them.
(i) Head on
(ii) Back to square one
(iii) Game plan
(iv) Go the extra mile
(v) In a nut shell.

Or

- (b) Discuss the condition of "Full employment".
12. (a) Discuss about impromptu speech. What points one should keep in mind while giving an impromptu speech?

Or

- (b) Discuss about advertising as a mode of communication to persuade.



13. (a) Write a program about "interviews".

Or

- (b) Match the following words or phrases with their meaning.
- | | |
|----------------|---|
| (i) Prototype | (A) The commercial activity of transporting goods to customers |
| (ii) Dilute | (B) The determination to do something |
| (iii) Hassles | (C) To weaken the strength or quality of something |
| (iv) Logistics | (D) The first model/design from which other forms will be developed |
| (v) Resolve | (E) A complicated and inconvenient situation |

14. (a) Write notes on :

- (i) creativity
(ii) imagination.

Or

- (b) Discuss creative thinking in problem solving.
15. (a) How to make workplace communication effective?

Or

- (b) Discuss the role of product profile.

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PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) How would lack of work ethics may affect an individual and organizational performance? Discuss.

Or

- (b) Discuss the concept of mass marketing. How is this different from niche marketing?

17. (a) Initiate a dialogue between two colleagues about their team event. Use these words to frame a convincing conversation between the two.

{advance, affordable, amazing, attractive, challenging, demand, development, essay to access, hurry, introducing, remarkable, revolutionary, sensational, stunning look, miracle, magic, offer, quick, limited, curious, effective, brand quality, establish, reasonable, consider, prompting, striving, productive, attributes, worthy, value, huge success}

Or

- (b) Discuss the techniques which help in analysing the effect of an advertisement.

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

Or

- (b) Discuss about conducting interviews through video conferencing sites. Explore the features of the video conferencing site... "Zoom".

19. (a) What are the techniques for an effective oral presentation?

Or

- (b) What are the steps to create a blog?

20. (a) Discuss the key features to make an effective circular.

Or

- (b) List out the basic capitalisation rules.
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