

(6 pages)

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U.G. (CBCS) DEGREE EXAMINATION, APRIL 2014.

Fourth Semester

English

Non-Major Elective — BUSINESS ENGLISH

(For those who joined in July 2012 onwards)

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) Persuasion (d) Warning
2. Name, address of the sender, line of business is included in _____.
(a) Continuation sheets
(b) Salutation
(c) Letterhead
(d) Complimentary close

3. A note at the bottom is called _____.

- (a) Post script (b) Per pro signature
(c) Letter head (d) Attention line

4. _____ helps to improve an organizations image in society.

- (a) Education
(b) Public relations
(c) Sales representatives
(d) Written communication

5. There are _____ stages in collection work.

- (a) five (b) six
(c) four (d) two

6. _____ is a representative of his principal.

- (a) Commercial traveler
(b) Secretary
(c) Commission agent
(d) Local agent



7. 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- (b) Out of date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

8. Sales letters are _____ in nature.

- (a) Persuasive (b) Obligatory
- (c) Thankful (d) Personal

9. A written warning is often called _____.

- (a) A memo (b) Letter
- (c) Circular letter (d) Trade enquiry

10. _____ receives letters of complaints from share holders.

- (a) President (b) Secretary
- (c) Share holders (d) Directors

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain 'Commercial Jargon' with a few examples.

Or

(b) What are the qualities of a good business letter?

12. (a) What are the objectives of circular letters?

Or

(b) What are the points to be avoided while writing a trade enquiry letter?

13. (a) What is called status enquiry?

Or

(b) What are the important points to be included in a trade order?

14. (a) Write a letter to a customer of your bank to remit the amount overdrawn.

Or

(b) How will you draft a report?



15. (a) Write a note on import trade correspondence and export trade correspondence.

Or

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

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) What are the major objectives of communication in detail?

Or

- (b) What is the importance of a good business letter?

17. (a) Discuss the main features of a good sales letter.

Or

- (b) Give any three examples of occasions in detail which calls for circular letter in business.

18. (a) Write a letter to a company enquiring the status of the ordered plastic toys.

Or

- (b) Draft a collection reminder letter to Roy & Co, Mumbai.

19. (a) Write a letter enquiring about the supply of uniforms for your Bank staff.

Or

- (b) Draft a letter confirming an order placed by an electrical company.

20. (a) Write a follow up letter to an old customer who has not placed any orders for the past three years.

Or

- (b) Write a letter threatening legal action against a customer for not settling one year old account.

