

QP CODE

T6083

Enrollment Number:

Name:

BA DEGREE EXAMINATIONS, MAY 2024

Third Semester

B.A. English Language and Literature

B21EG01SE – English for Business and Professional Communication

(2022 admissions)

Time: 3 Hours

Max Marks: 70

Section A

Answer any ten of the following questions in a word or sentence each. Each question carries 1 mark.

1. What is the function of a channel in communication procedure?
2. What is phishing?
3. Which gesture indicates dominance and control?
4. What is required to keep a live discussion productive?
5. Which inclusive expression should be used instead of “disabled person”?
6. Why is it that memos do not end with a signature?
7. What are goodwill messages?
8. What is a header in a cover letter?
9. What does the “S” in STAR method stand for?
10. What should you do when none initiates group discussion?
11. What should the first paragraph of the press release highlight?
12. What are notices?
13. List any two expressions that are used as salutations in informal emails.
14. What is a gender barrier in communication?
15. What is an agenda in business communication?

(1X10=10)

Section B

Answer any five of the following questions in two or three sentences each. Each question carries 2 marks.

16. What should be the structure of an advertisement?
17. If given a chance, what questions may be asked by the interviewee to the board during the interview?
18. What are the different sections of a cover letter?
19. What is audience analysis in communication?

20. How do cultural barriers impact effective communication?
21. What is the difference between carbon copy and blind carbon copy in emails?
22. What should be kept in mind while using audios in a presentation?
23. What are the differences between seminars and webinars in terms of its reach?
24. Draft an agenda of an upcoming meeting to be held in your office.
25. What are the characteristics of a sales letter?

(2X5=10)

Section C

Answer any six of the following questions in one page each. Each question carries 5 marks.

26. Write a short note on inclusive language in communication.
27. Discuss the major differences between verbal and non-verbal communication.
28. Draft an email to your employee instructing him/her to attend a training session on Artificial Intelligence and Ethics.
29. Discuss the relevance of gestures and hand movements in effective presentations.
30. Describe different tips to be an attentive participant of a webinar.
31. Write a short note on memo and the different purposes of Memos?
32. Prepare an advertisement for the latest version of a mobile phone.
33. What are the good practices to be followed after attending an interview?
34. What are the different steps to be followed before participating in a group discussion?
35. What are the features of a sales letter?
36. How would you draft a proper goodwill message?
37. Briefly discuss some of the reasons for the popularity of emails.

(5X6=30)

Section D

Answer any two of the following questions in three pages each. Each question carries 10 marks.

38. Examine the different types of barriers in communication.
39. Discuss the risks of using an email
40. Elaborate the effective practices in preparing a cover letter and a resume. Include suitable examples.
41. Describe the features required to draft effective external business correspondence such as sales letters, problem letters, goodwill messages and advertisements.

(10X2=20)