

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, March 2022

First Degree Programme Under CBCSS

Language Course – English

EN 1311.2 : BUSINESS ENGLISH

(2019 & 2020 Admission)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions, each in a word or sentence. Each carries **1** mark.

1. Where is the speech by Narayana Murthy delivered?
2. Some reports suggest solutions to the problems they deal with. State whether True/False.
3. What is the purpose of an agenda?
4. How are the items postponed recorded in the minutes?
5. Write the abbreviation for the word 'figure'.
6. How can you use your company van to promote business?
7. What is a cover letter?
8. What kind of meeting is an interview?
9. Create a tagline for promoting the sales of Anytime Biscuits.
10. What is the role of the interviewer?

(10 × 1 = 10 Marks)

P.T.O.

- II. Answer **any eight**, each in a short paragraph not exceeding **50** words. Each carries **2** marks.
11. Mention some don't's, for an interview.
 12. What are the things to be kept in mind while preparing a resume?
 13. What are the essential parts to be included in the cover letter?
 14. Mention some tips for writing cover letters?
 15. As an interviewer write any two questions you would ask the candidate regarding his/her skills.
 16. As an interviewer what are the preparations to be made?
 17. State an incident which shows JRD Tata's humility.
 18. What are the parts of a business letter?
 19. What are the things to be kept in mind while drafting an e-mail?
 20. What are the tips for preparing for interviews?
 21. What are the things to be remembered about your posture during an interview?
 22. What is highlighted in Arthur Helps essay?
 23. How does social networking create an online culture of competition and comparison?
 24. What are Daniel Gulati's observations on social networking sites?
 25. As an intern at Franklin Publishing Co., write an e-mail to your internship project manager about an innovative sale technique that you can pioneer in order to increase the sales of books published by the company.
 26. What should be the temperament of a man of business be like?

(8 × 2 = 16 Marks)

- III. Answer **any six**, each in a paragraph not exceeding 100 words. Each carries **4** marks.
27. A cover letter should be carefully drafted. Explain.
 28. What was the Risk Mitigation Council mentioned by N.R. Narayana Murthy?

29. Write a letter of complaint to the Police Commissioner Complaining, about the increased incidents of theft in your area.
30. Mention any four frequently asked questions about your skills.
31. What are the key points you will emphasize for an advertisement on shoes?
32. How according to Gulati should we avoid the three traps?
33. Write a short note on the art of selling yourself.
34. What do you mean by references in the resume?
35. What has the recent work by psychologist Carol Dweck shown about people's mind set?
36. What is the background of the speech by N.R. Narayana Murthy?
37. List some questions the interviewer may ask about your education.
38. Write a letter to the manager of a bank requesting him/her to issue a new ATM Card.

(6 × 4 = 24 Marks)

IV. Answer **any two**, each in about 300 words. **Each** carries **15** marks.

39. You are David Dacruz/Shanthi Krishna applying for the post of Accounts Manager in Star Infotech Solutions. Prepare a resume.
40. Draft an e-mail notice as Mr. Sanjay Sharma, General Manager skyline developers to the employees of the firm regarding an urgent business meeting. Include the agenda and also prepare the minutes of the meeting.
41. How does Arthur Helps present a consummate man of business?
42. Your college administration would like to improve the infrastructure facilities in your college. They require a report from you so that they take suitable decisions. Plan and draft a report on "Beautification of College Campus".
43. Which are three ways social media giant is altering our lives?
44. Prepare a cover letter for a resume for the post of Marketing Manager advertised in the local daily.

(2 × 15 = 30 Marks)