

FOURTH SEMESTER BA DEGREE EXAMINATION, APRIL 2023**(Regular/Improvement/Supplementary)****FUNCTIONAL ENGLISH****GFEN4B06T: ENGLISH FOR BUSINESS COMMUNICATION****Time: 2 ½ Hours****Maximum Marks: 80****SECTION A: Answer the following questions. Each carries *two* marks.
(Ceiling 25 Marks)**

1. What is meant by body language?
2. Define horizontal communication.
3. Comment on visual communication.
4. What is meant by conciseness in business communication?
5. Give an account on communication.
6. What are the elements that are aligned towards the centre in the modified block format?
7. What is a dunning letter?
8. How would you define an adjustment letter?
9. What is an interview call letter?
10. Define minutes of resolutions.
11. What are the details that an appointment letter usually includes?
12. What is an office order?
13. Define official correspondence.
14. What is meant by projected growth of a company?
15. Why is it important to involve everyone during a business meeting?

**SECTION B: Answer the following questions. Each carries *five* marks.
(Ceiling 35 Marks)**

16. Discuss the advantages and disadvantages of diagonal communication.
17. Explain the following types of business correspondence:
 - a) Internal correspondence
 - b) External correspondence
18. Write a letter of enquiry to a university you wish to attend enquiring about the courses, fee structure and other relevant details.
19. Explain the three stages of writing collection letters.

(PTO)

20. Prepare a cover letter for the post of an English language trainer at a reputed training centre in Bangalore.
21. What is an office memorandum? What are its features?
22. Describe the features and advantages of e-mail.
23. Explain the objectives and significance of minutes.

SECTION C: Answer any *two* questions. Each carries *ten* marks.

24. Explain the different components (parts) of a business letter.
25. Negotiations can be called as a way of resolving disputes. Clarify.
26. Explain the guidelines for writing the minutes of a meeting.
27. Elaborate on the importance of being polite while stating opinions. Give examples of strong and neutral opinions.

(2 x 10 = 20 Marks)