

FOURTH SEMESTER BA DEGREE EXAMINATION, APRIL 2024**(Regular/Improvement/Supplementary)****FUNCTIONAL ENGLISH****GFEN4B06T: ENGLISH FOR BUSINESS COMMUNICATION****Time:2 ½ Hours****MaximumMarks: 80****SECTION A: Answer the following questions. Each carries *two* marks.****(Ceiling 25 Marks)**

1. In a business letter, below the enclosure line, two initials separated by an oblique line are marked (e.g.: Pks/ Pt). What does it indicate?
2. How would you define downward communication?
3. Mention any two advantages of an e-mail.
4. What are collection letters?
5. What is a Mock Interview?
6. Define negotiation skills.
7. What is the role of subject line in a business letter?
8. Define upward communication.
9. What is the purpose of a cover letter?
10. What does the reference number of the sender indicate in a business letter?
11. Comment on Verbal communication.
12. How would you define an office memorandum?
13. Which are the two types of minutes?
14. What is a Demi-official letter?
15. Define Clarity in terms of Business Communication.

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

16. Mention with examples, diagonal communication in business.
17. What is an office circular? What are its advantages in official correspondence?
18. Before reaching decisions, what are certain key points to look out for?
19. Enlist the main contents of the minutes of a meeting.
20. Draft a letter of complaint to Amazon.in complaining about the delivery of damaged goods.
21. Explain the guidelines for writing an e-mail.

(PTO)

22. Discuss *checking your social presence* with relation to an Interview.
23. Explain the use of the following elements in a business letter:
- a) Complimentary close.
 - b) Copy Marking.

SECTION C: Answer any 2 questions. Each carries *ten* marks.

24. Body language can happen consciously and unconsciously. Expand.
25. Explain the different types of business correspondence.
26. Discuss in detail the following types of business letters:
- a) Quotation letter
 - b) Interview call letter
 - c) Appointment letter
 - d) Enquiry letter
27. Distinguish between minutes and reports.

(2x 10 = 20 Marks)