

**FOURTH SEMESTER BA DEGREE EXAMINATION, APRIL 2025**

**(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)**

**Write short notes on:**

1. Upward Communication.
2. Circular.
3. Nota Bene.
4. Interview Letter.
5. Two advantages of Oral Communication.
6. Sales presentation.
7. Body Language.
8. Quotation.
9. Eye Contact.
10. Letter of complaint.
11. Two polite ways of asking for opinions.
12. Diagonal Communication.
13. Office Orders.
14. Adjustment Letter.
15. Complementary Close.

**SECTION B: Answer the following questions. Each carries *five* marks.**

**(Ceiling 35 marks)**

16. Discuss the frequently asked question types in interviews.
17. Give an account on drafting E-mails.
18. Draft the minutes of the meeting held in connection with organizing of International Yoga Day Celebration at your college.
19. What are the things to be taken care of while writing a good report?
20. Discuss the points to be remembered for an effective presentation.
21. Enumerate the essential features of a business letter.
22. Write a note on the different kinds of presentations in business.
23. What are the different ways of ending a meeting?

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

24. Explain the 7Cs of effective communication.
25. What are the different things to be taken care of before, during and after an interview?
26. Draft a letter on behalf of XYZ Company, Faridabad asking a small scale industry from Kerala to supply raw materials.
27. You manage the supply of books in the college library. Write a letter for placing the order for the books to the Tiger Publishing House Ltd.

**(2 × 10 = 20 Marks)**