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Presidency University

Bengaluru

SCHOOL OF COMMERCE

SUMMER TERM END TERM EXAMINATION AUGUST 2024

**Summer Semester**: 2024

**Course Code**: ENG2002

**Course Name**: Business English

**Program & Sem:**BBA & B.COMII Sem

**Date**: 05-08-2024

**Time**: 1:00PM-4:00PM

**Max Marks**: 100

**Weightage**:50%

Instructions:

1. *Read the all questions carefully and answer accordingly.*
2. *x*

**Part A [Memory Recall Questions]**

**Answer only 15 Questions. Each question carries 2 marks. (15Qx 2M= 30M)**

1. List two pre-reading strategies that can enhance comprehension in business reading. (C.O.NO.1) (Knowledge)
2. Define the term "deep comprehension" as used in business reading. (C.O.NO.1) (Knowledge)
3. State the difference between business articles and business reports. . (C.O.NO.1) (Knowledge)
4. Recall the three main components of a business report. . (C.O.NO.1) (Knowledge)
5. Explain the concept of "inverted pyramid organization" in the context of web content writing. (C.O.NO.2) (Knowledge)
6. Define the term "business jargon" and discuss its appropriate use in professional communication. (C.O.NO.2) (Knowledge)
7. Explain what PAIBOC stands for in the context of business communication. (C.O.NO.2) (Knowledge)
8. Outline the difference between "Conciseness" and "Clarity" in web content writing. (C.O.NO.2) (Knowledge)
9. Name three characteristics of effective web content. (C.O.NO.2) (Knowledge)
10. State the importance of social media in business communication. (C.O.NO.3) (Knowledge)
11. Explain the role of titles and headlines in the structure of blogs for business. (C.O.NO.3) (Knowledge)
12. Mention two techniques for crafting engaging introductions in blog posts. (C.O.NO.3) (Knowledge)
13. Define the term "effective presentation" as used in professional communication settings. (C.O.NO.4) (Knowledge)
14. Name one key benefit of using visual aids in presentations. (C.O.NO.4) (Knowledge)
15. List three essential components of an effective meeting agenda. (C.O.NO.4) (Knowledge)
16. Define the term "business jargon" and discuss its appropriate use in professional communication. (C.O.NO.4) (Knowledge)
17. Recall the three main components of a business report. (C.O.NO.4) (Knowledge)

**Part B [Thought Provoking Questions]**

**Answer any 4 Questions. Each question carries 10 marks. (4Qx10M=40M)**

**18.** Discuss the role of reading in shaping strategic thinking and decision-making in a business context (C.O.NO.1) [Comprehension]

19. Evaluate the impact of choosing the right words in business communication, focusing on denotation and connotation. (C.O.NO.2) [Comprehension]

20. Discuss the role of social media in business communication, highlighting its benefits and challenges. (C.O.NO.3) [Comprehension]

21. Analyze the characteristics of effective web content and their importance. (C.O.NO.3) [Comprehension]

22.Explain the importance of the 'Introduction, Body, Conclusion' structure in crafting effective business presentations. (C.O.NO.4) [Comprehension]

**Part C [Problem Solving Questions]**

**Answer any 2 Questions. Each question carries 15 marks. (2x15M=30M)**

23.Design a social media campaign for a new product launch, detailing the platforms to be used, content types, and engagement strategies (C.O.NO.3)[Application]

24. Develop a comprehensive content marketing strategy for a business website, incorporating the principles of web content writing and SEO best practices. (C.O.NO.3)[Application]

25.Design a comprehensive outline for a business presentation aimed at convincing stakeholders to adopt a new digital marketing strategy. Include potential objections and how you would address them. (C.O.NO.4)[Application]