



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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End - Term Examinations – MAY 2025

Date: 27-05-2025

Time: 01:00 pm – 04:00 pm

School: SOC-SOM-UG	Program: B.Com, BBA	
Course Code: ENG2020	Course Name: Business English	
Semester: II	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04	C05
Marks	18	15	14	26	27

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

10Q x 2M=20M

1.	What are language cues in business communication?	2 Marks	L1	C01
2.	List and briefly explain any two barriers to cross-cultural communication.	2 Marks	L1	C04
3.	Recall any three characteristics of an effective business meeting.	2 Marks	L1	C05
4.	What are two essential online meeting etiquette that help ensure professionalism?	2 Marks	L1	C05
5.	What does 'precision in language' mean in a business context? Give an example.	2 Marks	L1	C01
6.	How can cultural differences affect meeting etiquette in global business settings?	2 Marks	L1	C05
7.	List any three key components that should be included in meeting minutes.	2 Marks	L1	C05
8.	Name two techniques used to detect or mitigate misinformation in business communication.	2 Marks	L1	C04
9.	State any one technique for asking questions effectively during a business meeting.	2 Marks	L1	C05
10.	Name one common mistake made when responding to questions in meetings, and how can it be avoided?	2 Marks	L1	C05

Part B

Answer the Questions.

Total Marks 35M

11.		<p>Read the following news report on "Tariff War between Countries." Identify and briefly explain the type of context clues (Definition, Synonym, Antonym, Example, or General Sense) used to derive the meanings of the highlighted words.</p> <p>Trade Tensions Escalate Amidst New Import Tariffs</p> <p>The recent escalation of a tariff—a type of tax imposed on imported goods—between the neighbouring countries has sparked considerable debate. Economists describe this policy as protectionist, meaning designed to shield local industries. While the local government sees it as beneficial, opponents argue it could be detrimental, or harmful, to international relations. An embargo, or official ban, was briefly considered as an example of extreme measures that might follow. However, general opinion suggests a resolution—a mutual agreement—might still be achievable through dialogue. Analysts remain hopeful that countries will avoid actions that disrupt the global trade balance.</p>	07 Marks	L2	CO1
Or					
12.		<p>Consider the advertisement below for Velocity Shoes with the tagline "Stride Beyond." Interpret the implied brand identity and briefly explain which inferencing strategies (Prediction, Hypothesizing, Background Knowledge, Key Terms Analysis, Tone/Register Evaluation) you used to reach your conclusion.</p> <p>Velocity Shoes – "Stride Beyond"</p> <p>Introducing Velocity Shoes, designed not just for movement but for moments of greatness. Our tagline, "Stride Beyond," invites you to push limits and redefine what's possible. Showcasing dynamic visuals of athletes surpassing expectations in challenging environments, this campaign emphasizes ambition, resilience, and relentless innovation. Each frame pulses with energy, suggesting a lifestyle of confidence, performance, and achievement. Velocity Shoes positions itself as the footwear of choice for individuals who see every step as a leap forward, turning everyday paths into extraordinary journeys. Choose Velocity. Stride beyond comfort zones, stride beyond ordinary.</p>	07 Marks	L2	CO1
13.		<p>You are working as a junior content strategist for a sustainable fashion startup. The company is launching a new line of biodegradable sneakers and needs a catchy tagline for the product launch campaign.</p> <p>Develop a product tagline and justify how it reflects the brand's identity. Your response (150–200 words) should explain how the tagline incorporates the brand's values (e.g., sustainability, innovation) and aligns with content structuring principles for specific digital platforms (e.g., conciseness for Twitter, banner-</p>	07 Marks	L3	CO3

		readability for websites). Be sure to tailor your explanation to media norms and audience expectations. (e.g., conciseness for Twitter, visual impact for website banners).			
Or					
14.		<p>As part of a digital marketing team for a fitness app, you have been asked to write a social media post promoting a new feature: "Mindful Movement Routines."</p> <p>Apply your understanding of SEO techniques and audience targeting to write a persuasive and engaging social media post using the app's brand voice. Your response (150-200 words) should include one relevant hashtag, a compelling call-to-action, and a brief explanation of how your message strategy is tailored for the target audience and online platform.</p>	07 Marks	L3	CO3
15.		<p>Your company's HR department recently posted a job advertisement that included language perceived as biased and non-inclusive (e.g., preference for native speakers, age limits, and cultural fit). A social media influencer with a large following has publicly called out the ad, prompting several online users to question your company's hiring ethics.</p> <p>Recruitment Notice</p> <p>Position: Sales Executive</p> <p>Location: Mumbai, India</p> <p>We are hiring a Sales Executive to join our dynamic team in the FMCG sector. The ideal candidate should be fluent in English, preferably a native speaker, and possess a Western business mindset. Candidates must be energetic, under 35 years of age, and able to adapt quickly to a fast-paced environment. Prior experience working with international clients is strongly preferred. Applicants from outside the Mumbai region may find it challenging to align with the team's workflow. Strong communication skills are essential. This position offers exciting opportunities for those who are driven, ambitious, and culturally aligned with our existing team practices.</p> <p>Draft a public-facing written statement in around 120 words to be posted on the company's official LinkedIn page. Your response should acknowledge the concern without admitting legal fault. Maintain a professional tone and demonstrate your understanding of how inclusive communication impacts brand trust, public perception, and cross-cultural integrity in recruitment.</p>	07 Marks	L3	CO4
Or					
16.		<p>A customer has left a negative public review stating that your company's advertisement falsely claimed that a product is "100% organic," even though the ingredients show otherwise. Draft a mail response to this customer's review. Acknowledge the concern without making any legal liability. Maintain</p>	07 Marks	L3	CO4

		professionalism and demonstrate empathy. Your reply should reflect your understanding of the impact of misinformation on customer trust and brand image.			
17.		<p>A draft of your company's homepage marketing message includes the following statement:</p> <p><i>"Our platform is designed for smart and sophisticated urban buyers who value global trends and don't settle for anything ordinary. If you're someone who appreciates top-tier experiences, our marketplace is the place for you."</i></p> <p>Identify and explain any biases present in the above message. Then, rewrite the message to make it more inclusive, ethically sound, and aligned with global brand communication principles.</p>	07 Marks	L3	CO3
Or					
18.		<p>Review the following manager's statement:</p> <p><i>"I'm sure this new project will do well—after all, Raj has led successful teams before, so there's no reason to expect anything different this time. His track record speaks for itself, so I don't think we need another round of review. Let's proceed as planned without questioning his approach or the proposal."</i></p> <p>Identify the confirmation bias in the statement. Describe why such bias may lead to poor decision-making in a business context. Rewrite the message to make it ethically sound, unbiased, and professionally neutral.</p>	07 Marks	L3	CO3
19.		<p>Read the provided memo carefully. Identify and explain two implicit messages conveyed through indicators such as hedging language, repetition, or cultural/organizational references.</p> <p>Memo</p> <p>To: All Staff</p> <p>From: HR Department</p> <p>Date: April 15, 2025</p> <p>Subject: Updated Remote Work Guidelines</p> <p>We greatly appreciate everyone's flexibility during recent changes. While we encourage remote work, repeated concerns have prompted us to review the current guidelines. It seems beneficial to ensure clarity on expectations. Employees are kindly advised to attend mandatory meetings regularly and respond promptly to communications. Our collaborative culture, highly valued here, thrives on regular engagement. Although we recognize the comfort remote work provides, it might be advisable for teams experiencing challenges to consider hybrid schedules occasionally. Such flexibility should facilitate smoother workflows. Let's ensure our productivity and teamwork standards remain excellent. Your continued understanding is greatly appreciated.</p>	07 Marks	L2	CO1

Or					
20.		<p>Examine the following business email. Identify and explain three reasons—relating to vocabulary choice, cultural/organizational context, and clarity—why this email may fail to achieve its intended purpose. Focus on how language precision, tone, and contextual alignment affect professional communication outcomes.</p> <p>Subject: Quick Chat ASAP</p> <p>Hi everyone,</p> <p>Let's catch up tomorrow quickly about the project thing. Not exactly sure about the timing—I'll ping you all once I'm ready. Try to be available because we really need to hash it out before next week's client call. Don't stress too much, but please make sure you're ready with whatever data or stuff you have. It's pretty urgent, as the big guys from corporate might show up this time. Also, can someone double-check if the Zoom thing is sorted?</p> <p>Cheers,</p> <p>Mike</p> <p>Project Lead</p>	07 Marks	L2	CO1

Part C

Answer any three Questions. Each question carries 15marks

3Q x 15M=45M

21.		<p>Your organization has implemented a new HR policy that introduces a hybrid work schedule, allowing employees to work from home up to three days a week. Preliminary feedback has been largely positive, with a reported 15% increase in employee satisfaction and a 10% drop in commuting costs. Draft a formal business report summarizing the policy, highlighting early outcomes, and providing recommendations for continued implementation. Ensure the report follows standard formatting and professional etiquette.</p>	15 Marks	L3	CO2
22.		<p>The HR department wants to issue a circular informing employees about a new paid leave policy for caregiving responsibilities.</p> <p>Create a business circular announcing this change. Apply the PAIBOC framework and underline or label each element (Purpose, Audience, Information, Benefits, Objections, Context). Maintain clarity, tone, and structure expected in formal internal communication.</p>	15 Marks	L3	CO2
23.		<p>You are a team leader at a multinational company. Recently, cultural misunderstandings have created tensions among team members from different backgrounds. You are asked to organize a resolution meeting with the involved employees.</p>	15 Marks	L3	CO4

		Write a formal meeting agenda that includes purpose, date and time, venue, key discussion points, roles (e.g., chairperson, timekeeper), and time allocation. Your agenda should follow the components of an effective meeting format and reflect sensitivity to cultural and organizational context.			
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24.		In response to the recent intercultural conflict in your department, you plan to address the team in a meeting. Draft a speech that acknowledges cultural differences, encourages mutual respect, and uses inclusive language. Your speech should show your ability to apply ethical principles and promote diversity within the organization.	15 Marks	L3	C05
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