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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 11/03/2026

Time: 02:00 PM - 03:30 PM

Course Code: ENG2020

Course Name: Business English

Semester: Second Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	92	88

PART-A: Answer Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Define the 3D Process of Meaning-Making Framework.	2	CO1	BT1
2	What language cues should be considered while reading a written business communication document?	2	CO1	BT1
3	Define Emotional Quotient (EQ).	2	CO1	BT1
4	List two business contexts where business etiquette is crucial for effective communication.	2	CO2	BT1
5	What are the three steps involved in the business writing process?	2	CO2	BT1

PART-B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Critical thinking requires the application of logic and reasoning to interpret incomplete or ambiguous information. Explain the five "connect-the-dots" strategies used to develop critical thinking inferences.	10	CO1	BT2
7	In Business English and professional communication, emotional quotient (EQ) is considered an active skill rather than a passive emotion. Discuss Daniel Goleman's EQ matrix in a business context with relevant examples.	10	CO1	BT2

PART-C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	<p>Read the following passage carefully and answer the questions that follow.</p> <p>GreenNova Technologies, a fast-growing startup, recently secured venture capital after presenting a compelling value proposition and a clear roadmap for scalability. During the investor pitch, the CEO confidently stated, “Our projected ROI will exceed industry benchmarks within 24 months.” The presentation included a detailed SWOT analysis, highlighting opportunities created through digital transformation and strategic outsourcing. Although the company’s current burn rate is high, the finance team assured stakeholders that liquidity remains stable and the break-even point is achievable within the next financial year.</p> <p>Following the funding round, management implemented a KPIs dashboard to monitor market share, customer retention, and cash flow. Through benchmarking industry leaders, the company strengthened its brand positioning and refined its competitive advantage. The leadership emphasized risk management practices to protect stakeholder interests and improve long-term profitability. “We are not just growing; we are growing sustainably,” the CEO remarked firmly, reinforcing confidence among investors and employees alike.</p> <p>A. Identify and explain two verbal cues and two paralinguistic cues from the passage.</p> <p>B. Select any five business vocabulary terms from the passage and write their contextual meanings.</p>	10	CO1	BT2
9	<p>Read the following passage carefully and answer the questions that follow.</p> <p>BrightWave Enterprises recently reviewed its quarterly financials and observed that while the gross margin had improved, the net profit declined due to increased outsourcing and supply chain disruptions. Senior management stressed the importance of maintaining healthy cash flow and improving profit margins before reaching the break-even point. During a performance appraisal session, the HR director expressed concern about rising employee turnover and emphasized the need for better onboarding processes. “We must address these issues immediately,” she said urgently, underlining the importance of effective change management.</p> <p>In response to evolving consumer behaviour, the marketing team applied forecasting methods and refined its market segmentation strategy. By introducing upselling and cross-</p>	10	CO1	BT2

selling techniques within the sales funnel, the company aimed to improve retention rate and reduce churn rate. A detailed stakeholder analysis ensured alignment with corporate governance policies before launching a new B2B service model. Management expressed optimism that innovation and strong brand equity would help increase overall market share in the coming year.

A. Identify and explain two verbal cues and two paralinguistic cues from the passage.

B. Select any five business vocabulary terms from the passage and write their contextual meanings.

PART-D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
10	After planning a business message, the next step involves drafting it with clarity, professionalism, and impact. Explain the four key strategies that enhance the quality of business messages during the writing stage.	10	CO2	BT2
11	Differentiate between formal and informal reports in business contexts. Additionally, explain the types of informal reports in detail.	10	CO2	BT2

PART-E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
12	<p>The University is planning to host a Women's Day programme on 4th March,2026. The Pro Vice-Chancellor of the University has requested the students to organise the event. You are the President of the Student Council at your University.</p> <p>Conduct a meeting with the student committee to discuss the event's organisation</p> <p>Agenda of the meeting :</p> <ol style="list-style-type: none"> 1. List and order of events for the programme. 2. High Tea and Lunch plan for the event. <p>a) Draft a circular informing the committee members about</p>	10	CO2	BT3

the meeting and the meeting agenda.

b) Draft minutes of the meeting including agenda, discussion, and action points.

13	<p>You are working as a Marketing Analyst at NovaCare Pharmaceuticals Ltd., Hyderabad. The Marketing Director has requested you to prepare an informational report on the company's performance during the launch of a new over-the-counter healthcare product introduced in February 2026.</p> <p>Key Findings:</p> <ol style="list-style-type: none">1. The company launched the product across three major cities: Hyderabad, Bengaluru, and Chennai.2. Initial sales data indicates that Hyderabad achieved 80% of its sales target, Bengaluru achieved 65%, and Chennai achieved 72% within the first two months.3. Customer feedback forms revealed that while consumers appreciated the product's affordability and packaging, and some concerns were raised regarding product availability in retail outlets. <p>Draft an informational report using the above data. The report must be structured under the headings: Introduction, Discussion, and Conclusion.</p>	10	CO2	BT3
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