



Even Semester End Term Examination, May / June 2026

Date: 13/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: ENG2020

Course Name: Business English

Semester: Second Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	78	90	87	159	96

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	Define incidental vocabulary with examples.	3	CO1	BT1
2	How are Active Listening and Emotional Quotient connected? Elaborate with an example.	3	CO1	BT1
3	What is AI-SEO? Illustrate with an example.	3	CO3	BT1
4	Define digital writing and explain how it varies across different online platforms with suitable examples.	3	CO3	BT1
5	Define push notification with an example.	3	CO3	BT1
6	Differentiate between misinformation and disinformation, providing clear definitions and examples for each.	3	CO4	BT1
7	Identify and briefly explain the main types of meetings in a business context.	3	CO5	BT1
8	List any three key strategies that contribute to effective participation in a business meeting.	3	CO5	BT1
9	Define the PRE framework used in group discussions (GD).	3	CO5	BT1
10	List the main characteristics of an effective meeting.	3	CO5	BT1

Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
11	Language cues are subtle indicators, such as tone, word choice, punctuation, and formatting, that shape how a message is interpreted. Explain how a better understanding of language cues	10	CO1	BT2

	will help in Business communication.			
12	Developing a strong business vocabulary is essential for effective communication in professional environments. Elaborate on how business vocabulary can be improved in real life business scenarios.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
13	Design an Instagram promotional post for a hiking event organized for final-year commerce students, ensuring that the post includes a compelling hook, an engaging narrative (story), a clear call-to-action (CTA), and elements that enhance accessibility.	10	CO3	BT3
14	Update your LinkedIn profile by writing a professional summary that highlights the key skills, knowledge, and experiences you have acquired during the first year of your Bachelor's program.	10	CO3	BT3

Part D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
15	Explain the concepts of intercultural communication and cross-cultural communication in a business context.	10	CO4	BT2
16	Every day, millions of pieces of false information travel across WhatsApp groups, social media feeds, news websites, and office email chains. For a business, being the subject of false information, even a single viral post, can cause serious damage in hours. Explain communication crisis and discuss the TRUTH framework to tackle the communication crisis.	10	CO4	BT2

Part E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
17	You are participating in a team meeting to discuss a company's plan to invest in a new digital marketing strategy. The meeting is structured with a clear agenda and requires active participation from all members. Based on this situation, write a short meeting dialogue that includes: an opening statement to introduce your point, a structured response using the PRE framework, and a concluding remark.	10	CO5	BT3
18	You are part of a review meeting discussing the failure of a recent marketing promotion campaign. During the discussion, two participants made the following ineffective and accusatory statements: Participant 1: "This campaign failed because the marketing team didn't do their job properly."	10	CO5	BT3

Participant 2: "No, the problem is with the sales team. They never follow up properly."

Rewrite both dialogues so that they reflect effective meeting communication. Your response should acknowledge the previous speaker's point, avoid blame, use professional and constructive language, and present ideas clearly using a structured approach such as the PRE (Point-Reason-Example) framework where appropriate.

Part F: Answer Any 1 Following Questions. 15 M

Qn.No	Questions	M	CO	BT
19	You are working as a Market Analyst at GTech Appliances Ltd., Bengaluru. The company has requested an analytical report on the annual sales performance of three product lines—Smart TVs, Refrigerators, and Microwave Ovens—from 2023 to 2025. The sales data (in units sold) is as follows: In 2023, Smart TVs sold 25,000 units, Refrigerators 18,000 units, and Microwave Ovens 15,000 units. In 2024, Smart TVs increased to 30,000 units, Refrigerators to 20,000 units, while Microwave Ovens declined to 13,000 units. In 2025, Smart TVs rose to 36,000 units, Refrigerators to 22,000 units, whereas Microwave Ovens dropped further to 11,000 units. Prepare an analytical report examining performance trends, comparing product growth, identifying the weakest product line, and recommending suitable business actions. Structure your report under the headings: Introduction, Analysis, and Conclusion with Recommendations.	15	CO2	BT3
20	You are working as an Event Coordinator in a company where the Team Lead has decided to convene a meeting to finalize the menu for an upcoming product launch event. The meeting will involve team members responsible for event planning, logistics, and vendor coordination, and the purpose of the meeting is to discuss menu options, finalize food items, and coordinate with catering services for the event. Assume suitable details such as date, time, venue, and participants. Prepare a Circular, Agenda, and Minutes of the Meeting based on the above situation, ensuring appropriate business format and professional tone.	15	CO2	BT3

Part G: Answer Any 1 Following Questions. 15 M

Qn.No	Questions	M	CO	BT
21	AlphaCore Technologies employs 2,000 people across multiple cities. While women make up 45% of the workforce, only 10% hold leadership roles. Female employees report being interrupted frequently in meetings and excluded from key decision-making	15	CO4	BT3

	discussions. There is no formal mentorship program to support women's career advancement within the company. Answer the following questions as per your understanding of the DEI Framework. A. Identify the diversity gaps and equity-related challenges present in the organization based on the given scenario. B. Examine the inclusion issues affecting workplace participation and explain how they impact employee engagement. C. Recommend suitable Diversity, Equity, and Inclusion (DEI) strategies to address gender imbalance, and suggest one measurable goal the organization can achieve within one year.			
22	A conflict has arisen in a company where an employee is requesting flexible work arrangements due to personal constraints. The HR Manager is concerned about company policy and consistency, while the Managing Director is focused on maintaining productivity and team performance. In this context, the negotiation should focus on retaining the employee while ensuring that the company's interests are equally protected. Write a structured conversation between the Employee, HR Manager, and Managing Director to resolve the issue. Write approximately 12-15 exchanges, ensuring clarity, professionalism, and effective negotiation language.	15	CO4	BT3