



Course Code: ENG2002

Course Name: Business English

Program :BBA & B.COM

Date:23-JAN-2023

Time: 09.30 AM – 12.30 PM

Max Marks: 100

Weightage:50%

Instructions:

(i) *Read the all questions carefully and answer accordingly.*

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries TWO marks.

(15Qx 2M= 30M)

1. _____ can make your presentation more effective. The listeners usually feel stimulated and take more interest in what is being presented. (C.O.No.1) [Knowledge]

- A. motion pictures B.visual aids c.pictures d.charts

2. _____ are paper with relevant information dispersed to an audience at a lecture, presentation, convention, etc. (C.O.No.1) [Knowledge]

- A. Handouts b. visual aids c. power point presentation d. document

3. _____ has been most frequently examined when individuals first enter an organization. (C.O.No.2) [Knowledge]

- A. Negotiations B. meetings c.Socialization d. interview

4. Many marketers use _____ primarily to drive connections to a website or blog, where the in-depth substance lives. (C.O.No.2) [Knowledge]

- A. social media b. online c. offline d. meetings

5.The _____ that explains what a product is and why it's worth purchasing.

(C.O.No.3 [Knowledge])

- A. leaflet B.marketing copy c. product description d. pamphlet

6.A _____ consisting of hundreds of professionals may be organised

to discuss various aspects of a theme.

(C.O.No.3) [Knowledge]

- A. seminar B. panel discussion c. conference d. meeting

7. Since the _____ enables anyone to be a seller, author, critic or expert, the unspoken question is always, "Why should I trust you? Why should I accept this site as authoritative or even honest?"

(C.O.No.3) [Knowledge]

A. Universal world B. outside world c. market d. digital world

8. The online world is transforming business communications. But the basic communication tool kit has not changed. Writing remains the most important ingredient of _____.

(C.O.No.3) [Knowledge]

A. Success b. work c. project d. test

9. The instantaneous feedback which arises immediately directly ensures _____

(C.O.No.4) [Knowledge]

A. Verbal communication B. effective communication C. Non- verbal communication

D. horizontal communication

10. During negotiation everyone is trying to influence _____, to convince him that certain changes will help to achieve the overall objective and mutually beneficial agreement.

(C.O.No.4) [Knowledge]

A. opponent's mind b. candidate's mind c. superior's mind d. boss's mind

Define the following in a sentence:

11. Circular
[Knowledge]

(C.O.No.1)

12. Memorandum

(C.O.No.1) [Knowledge]

Put the following in right order:

13. To prepare for an oral presentation you would have to take more or less the same steps as for writing a report

(C.O.No.2) [Knowledge]

i. Organize the material in proper sequence.

ii. Gather the relevant material.

iii. Prepare the material for distribution and decide on the points of time when you would like to distribute it to the audience.

iv. Decide on audio-visual aids, to be used by you.

Write True or False to the following:

14. Producing a good online document do not require time but even less on the production end.

(C.O.No.3) [Knowledge]

A. True

B. False

15. Because the digital world offers so much material, to draw and keep people engaged, writers must “chunk” material into short, digestible lumps; find alternate ways to attract attention; and develop interpretive visuals.

(C.O.No.3) [Knowledge]

A. True

B. False

Part B [Thought Provoking Questions]

Answer all the Questions. Each question carries TEN marks.

(4Qx10M=40M)

11. How the write-up looks on the screen of the computer is equally important. Ensure that all the lines are properly aligned and that there is equal space between the various elements of structure as well as between paragraphs. Now, as sponsoring Editor of a publishing company, write an email to an author telling him the present stage of the production of his book and the date by which it is likely to be released.

(C.O.NO.1) [Comprehension]

12. The marketing copy that explains what a product is and why it's worth purchasing. To supply customers with important information about the features and benefits of the product so they're compelled to buy. Defining features is one of the important questions while describing a product's features and benefits. Samsung company is launching a new model fully automatic washing machine with its easy and high technological feature. Now, write a product description of the washing machine.

(C.O.NO.2) [Comprehension]

13. Good writing signals that you're credible and can be taken seriously. Moreover, it's impossible to produce a good site without formulating your themes, mission, and structure—in words. And words remain the crux of viewer experience. Surprisingly, research shows that response to even this visual medium is text-based. People focus first on headlines and continue reading if they find the copy relevant. Generally, they are uninterested in images that don't relate to content directly. Now, write Some Special Characteristics of Websites?

(C.O.NO.3) [Comprehension]

14. Communicating efficiently, understanding psychology of the other human or negotiating partner, and the interests of the organization he is representing, mostly determines success of business meetings and negotiations. To do this well, one needs to assimilate basics of communication, be able to read verbal and nonverbal communication signs, expressions, to have the created system for preparation to interview and negotiation to be able to provide and receive information to substantiate their positions, to respond to comments are neutralize them, to understand, to resist the manipulations and

know how appropriately to complete the negotiations. How do you present the value you bring to the table when negotiating a deal?

(C.O.NO.4) [Comprehension]

Part C [Problem Solving Questions]

Answer all the Questions. Each question carries FIFTEEN marks.

(2x15M=30M)

15. Socialization has been most frequently examined when individuals first enter an organization, but employees may undergo numerous socialization experiences over time even within the same firm. Some of these re-socialization experiences occur because employees change jobs, get promoted, or relocate to other geographies; in other cases, individuals go through additional socialization experiences because there are major changes in the organizational culture or climate itself. In many ways, socialization is a learning process. Through direct instruction and by indirect observation, new entrants learn about important group norms, desired behavior patterns, and “how things work” in the organization. Now write a page on how socialization can have its impact on your personality and the workplace?

(C.O.NO.1)[Application]

16. Meeting is perhaps the most frequently used form for sharing information and experience, for discussing problems and discovering their solutions, and for generating confidence, enthusiasm, and a positive attitude within a professional organization. Participation in meetings either as a chairperson or a member of the group needs adequate homework, alertness, tact and ability to generate discussion and respond spontaneously to the views of others. Imagine that a meeting of the Executive Committee of the Students' Union of your college/university has been called to discuss the following items: youth festival to be held in September, 2015, construction of an indoor badminton court, and regularization of the service of mess workers who have completed five year. Assuming that you would chair this meeting, write in about ten sentences your introductory remarks and give a brief on how would you would conduct a meeting.

(C.O.NO.2)[Application]