



**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF COMMERCE

MAKEUP EXAMINATION- JAN 2023

Course Code: ENG205

Course Name: Business English

Program & Sem: B.Com and BBA

Date: 23-JAN-2023

Time: 01:00 PM – 04.00 PM

Max Marks: 100

Weightage: 50%

Instructions:

- (i) Read the all questions carefully and answer accordingly.
- (ii) Complete the test within the given time.

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries TWO mark.

(15Qx 2M= 30M)

1. It is advisable to avoid sending _____ messages through email.
(C.O.No.1) [Knowledge]
(a) work related (b) sensitive and confidential (c) detailed and comprehensive (d) sales related
2. Although several typologies have been put forward, most researchers make a distinction between _____ strategies, when it comes to socializing newcomers.
(C.O.No.2) [Knowledge]
(a) personal and public (b) individualized and institutionalized (c) overt and covert
(d) direct and indirect
3. Traditional print media have a one-way direction- “here’s the word from the author.” Much online media aim to foster _____, along the lines, “Here’s what I think. What do you think?”
(C.O.No.3) [Knowledge]
(a) controversy (b) argumentation (c) debate (d) dialogue
4. Which one of these mediums is the least effective when it comes to business negotiations?
(C.O.No.4) [Knowledge]
(a) Skype (b) Direct- face to face communication (c) Telephone call (d) Email
5. The structure of a circular letter is the same as that of other _____ and the style is generally persuasive or expository.
(C.O.No.1) [Knowledge]
(a) business letters (b) sales letters (c) advertisements (d) progress reports
6. Along with blog platforms, which give smaller players the chance to operate sites with few technology barriers, websites are the core of the “_____” premise.
(C.O.No.3) [Knowledge]
(a) Content is king (b) Money is power (c) customer is always right (d) clarity is crucial

7. _____ is when part of the obtained information about a man begins to dominate and influence the final outcome. For example, if you notice a very attractive feature of a person, we tend to overlook his shortcomings and we are looking for other attractive features, in order to create a more positive image about that person. And in contrast, if we notice something repellent, we are looking for more confirmation that the person is generally negative. **(CO4, Knowledge)**
(a) Butterfly effect (b) Halo Effect (c) Contrast Effect (d) Domino Effect
8. A press release is different from an advertisement as the former is strictly _____. **(C.O.No.1) [Knowledge]**
(a) formal (b) informal (c) factual (d) confidential
9. Handouts can benefit the presenter by providing a _____ for the presentation **(C.O.No.2) [Knowledge]**
(a) conclusion (b) back up (c) content (d) road map
10. _____ is the marketing copy that explains what a product is and why it's worth purchasing **(C.O.No.3) [Knowledge]**
(a) Process Description (b) Product Description (c) Product Review (d) Sales letter
11. While conducting a meeting, you should not be tempted to express your agreement immediately. Maintain a _____ even if you like the idea or suggestion. **(C.O.No.4) [Knowledge]**
(a) neutral reserve (b) cheerful disposition (c) skeptical face (d) discouraging look
12. _____ is the most interactive form of one-to-many oral communication. **(C.O.No.2) [Knowledge]**
(a) Public Speech (b) Oral Presentation (c) Public Lecture (d) College Lecture
13. A _____ is a short piece of writing generally used by the officers of an organization for communicating among themselves. **(C.O.No.1) [Knowledge]**
(a) personalized correspondence (b) sales letter (c) circular (d) memorandum
14. While writing for online websites, do not say, "Customers will save hours of time in their account keeping". It is better to say: **(C.O.No.3) [Knowledge]**
(a) We'll save hours of accounting time.
(b) You'll save hours of accounting time.
(c) They'll save hours of accounting time.
(d) Hours of accounting time will be saved by customers.
15. It has been estimated that 11 per cent of what we learn is through hearing, 83 per cent through sight and the rest through the other three senses. Hence, _____ can make your presentation more effective. **(C.O.No.2) [Knowledge]**
(a) Handouts (b) Visual aids (c) a room with good acoustics (d) the use of a microphone

Part B [Thought Provoking Questions]

Answer all the Questions. Each question carries TEN marks.

(4Qx10M=40M)

16. You are the head of marketing for a company specialized in selling smart phones. Explain in detail, to your employees, the various guidelines that are to be followed while writing the product description of a new flagship smartphone that is about to be launched next month by your company.

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

17. When a formal message has to be conveyed at the same time to a number of people usually belonging to a close group within the same organization, it may be decided to choose letter as a medium. In your own words, state the purpose and the various advantages of writing a circular letter.

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

18. The meeting is perhaps the most frequently used forum for sharing information, discussing problems and their solutions as well as for generating confidence, enthusiasm and a positive attitude within a professional organization. With the help of examples, mention the ways to foster healthy discussions during business meetings.

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

19. You are leading your team for a big presentation within your company. Some of your colleagues are questioning the need for spending so much time, preparing physical handouts for the audience. Explain to them, in detail, the various benefits of giving physical handouts to audience members.

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

Part C [Problem Solving Questions]

Answer all the Questions. Each question carries FIFTEEN marks.

(2Qx15M=30)

20. You are the head of sales in Pym Technologies. Draft a detailed email to your boss, Mr. Darren Cross, explaining why sales have been declining for the past three months, within the company.

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

21. You are the new employee within the marketing department of an electronics company. Write an impressive product description for a new flagship smartphone, soon to be launched by your company.

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