PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JUN 2023

Semester : Semester II - 2022

Course Code : ENG2002

Course Name : Sem II - ENG2002 - Business English

Program : BAV,BBA,BBB,BBD,BBE,BCH&BCM

Date : 7-JUN-2023

Time : 1.00PM - 4.00PM

Max Marks : 100

Weightage : 50%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.
(iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS   **(10 X 3 = 30M)**

1. Identify and explain the two approaches for organizing a presentation.

   (CO2) [Knowledge]

2. List out the steps you would follow to plan an effective team presentation.

   (CO2) [Knowledge]

3. What is a periodic report? Give two examples of periodic reports that an organization may require.

   (CO4) [Knowledge]

4. What are functional reports? How would you distinguish them from periodic reports?

   (CO4) [Knowledge]

5. What is Microblogging? Explain with an example

   (CO3) [Knowledge]

6. List out any 3 best practices for writing business websites and blogs.

   (CO3) [Knowledge]

7. Briefly explain what is a circular and when it would be used.

   (CO1) [Knowledge]

8. Below is a paragraph that can be edited for conciseness, accuracy, and clarity. Rewrite the paragraph to make it more concise while ensuring accuracy and clarity.
   "During the meeting, it was discussed by the participants that there is a need for the implementation of cost-cutting measures in order to improve the company's financial situation. It was suggested by one of the attendees that reducing unnecessary expenses and optimizing operational efficiency could help achieve this objective. Additionally, it was also proposed by another participant to explore potential revenue-generating opportunities and diversify the company's income sources. The consensus reached by the group was that these actions should be promptly taken to address the financial challenges faced by the company."

   (CO1) [Knowledge]

9. What is the difference between an internal and an external report? Give examples for each type.

   (CO4) [Knowledge]

10. Explain briefly about the role of audience, purpose and scope in planning a blog post.

   (CO3) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   **(4 X 7 = 28M)**

11. Discuss the ABC³ model of effective communication in a business context. Explore each element of the model and its significance in promoting clear and professional communication.

   (CO1) [Comprehension]

12. What characteristics of writing style must you keep in mind when writing a formal report? Illustrate with examples for your points.

   (CO4) [Comprehension]

13. Differentiate between writing for a website, blog, and for social media.

   (CO3) [Comprehension]

14. Explain the best writing practices of writing an agenda, with an example.

   (CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS   **(3 X 14 = 42M)**

15. **Read the passage below carefully and answer the questions that follow:**

`Analysis of Global E-commerce Trends`

The advent of the internet has revolutionized the way businesses operate, particularly in the realm of e-commerce. The global e-commerce market has witnessed remarkable growth over the past decade. According to recent studies, the market size surpassed $4.2 trillion in 2022, representing a year-on-year growth of over 20%. This surge can be attributed to factors such as increasing internet penetration, widespread adoption of smartphones, and the convenience of online shopping.

While e-commerce has penetrated various markets worldwide, emerging economies present significant growth opportunities. Countries like India, Brazil, and Indonesia have experienced substantial e-commerce growth due to expanding middle-class populations, rising disposable incomes, and improving logistics infrastructure. These markets are expected to contribute significantly to the global e-commerce landscape.

The rapid proliferation of smartphones has fueled the rise of mobile commerce. M-commerce has become a vital channel for e-commerce transactions, with consumers increasingly using mobile devices to browse and make purchases. It is projected that mobile commerce will account for nearly 73% of e-commerce sales by 2023, indicating the growing importance of optimizing websites and applications for mobile devices.

Cross-border e-commerce has opened up new opportunities for businesses to expand their reach beyond domestic borders. Improved logistics and payment systems, coupled with consumers' increasing confidence in cross-border transactions, have facilitated this growth. Marketplaces like Alibaba's AliExpress and Amazon Global enable consumers to access a wide range of products from international sellers.

Social media platforms have become influential drivers of e-commerce. Social commerce combines social media and online shopping, allowing consumers to discover, share, and purchase products directly within social platforms. The integration of e-commerce functionalities into platforms like Instagram, Facebook, and Pinterest has created a seamless shopping experience and presents immense potential for businesses to connect with their target audience.

Innovation continues to shape the e-commerce landscape. Emerging technologies such as artificial intelligence (AI), augmented reality (AR), and virtual reality (VR) are enhancing the online shopping experience. AI-powered chatbots provide personalized customer support, while AR and VR technologies allow consumers to virtually try products before purchasing. These advancements are driving engagement and conversion rates.

Consumers' increasing awareness of sustainability and ethical practices has influenced their purchasing decisions. E-commerce businesses are under pressure to adopt environmentally friendly practices, reduce packaging waste, and ensure ethical sourcing of products. Brands that prioritize sustainability are likely to gain a competitive advantage and resonate with conscious consumers. The global e-commerce industry continues to flourish, driven by technological advancements, changing consumer behavior, and expanding markets. Mobile commerce, cross-border e-commerce, social commerce, and sustainable practices are shaping the future of online retail. Businesses must stay agile, adapt to evolving trends, and leverage emerging technologies to remain competitive in the dynamic e-commerce landscape.

i. According to recent studies, the global e-commerce market size surpassed: (1 mark)

a) $2.5 trillion
b) $3.8 trillion
c) $4.2 trillion
d) $5.5 trillion

ii. Which of the following is NOT a factor contributing to the growth of the e-commerce market? (1 mark)

a) Increasing internet penetration
b) Widespread adoption of smartphones
c) Declining disposable incomes
d) Convenience of online shopping

iii. What is the term used to describe the integration of social media and online shopping? (1 mark)
a) E-commerce fusion

b) Social marketplace

c) Virtual shopping experience

d) Social commerce

iv. How do social media platforms contribute to the e-commerce landscape? (1 mark)

a) By reducing consumer engagement

b) By creating a separate shopping experience

c) By integrating e-commerce functionalities

d) By limiting access to a wide range of products

v. What are the key drivers of the remarkable growth of the global e-commerce market over the past decade? (2 marks)

vi. What can be inferred about the importance of mobile optimization for e-commerce websites and applications? (2 marks)

vii. How does the mention of improved logistics and payment systems impact cross-border e-commerce? (2 marks)

viii. What does the integration of e-commerce functionalities into social media platforms indicate about consumer behavior? (2 marks)

ix. What can be inferred about the role of sustainable practices in the e-commerce industry? (2 marks)

(CO4) [Application]

16. As a budding social media influencer and entrepreneur, you decide to delve into the world of blogging to promote your new brand. Write an engaging blog and suitable social media captions to promote your brand effectively.

(CO3) [Application]

17. Prepare a meeting circular and an agenda, explaining its significance in business correspondnce.

(CO1) [Application]