

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JUN 2023**

Semester : Semester II - 2022

Course Code : ENG2003

Course Name : Sem II - ENG2003 - Professional English

Program : SOC&SOM - ALL PROGRAMS

Date : 9-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 2 = 20M)

1. What is diction in writing? (CO2) [Knowledge]
2. What is tone in writing? (CO2) [Knowledge]
3. Who proposed the theory of 'Six weapons of persuasion'? (CO1) [Knowledge]
4. Define ethical persuasion. (CO1) [Knowledge]
5. What is the benefit of annotating or marking the text? (CO1) [Knowledge]
6. What are the major strategies of reading? (CO2) [Knowledge]
7. What is analytical reading? (CO2) [Knowledge]
8. How can tone and diction contribute to the meaning of a text? (CO2) [Knowledge]
9. Who proposed a theory of six weapons of persuasion? (CO1) [Knowledge]
10. The use of emotions and passion comes under which component of persuasive speech? (CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(5 X 10 = 50M)

11. You are a customer service representative for a large company. You have received a complaint from a customer who is very angry. How can you use your emotional intelligence to resolve the situation? (CO4) [Comprehension]
12. In what way can the author's point of view be analyzed? Explain the steps involved in it? (CO3) [Comprehension]

13. What is marking text? Give example.

(CO2) [Comprehension]

14. Analyse the tone and diction of the passage: "The rain fell in torrents, except at occasional intervals, when it was checked by a violent gust of wind which swept up the streets (for it is in London that our scene lies), rattling along the housetops, and fiercely agitating the scanty flame of the lamps that struggled against the darkness."

(CO3) [Comprehension]

15. How can convincing, actuation and stimulation contribute to the goals of persuasive speech?

(CO1) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(2 X 15 = 30M)

16. Prepare a mindmap on the basis of following information

Commerce is one of the most popular streams in India with more than 40 Lakhs students opting for BCom every year. BCom Courses prepare students to have undergraduate knowledge about Finance, Accountancy, Economics, banking, Taxation, Business Law etc. Thus students can go for any of the above subjects after graduation. BCom students will find opportunities in commercial banks, insurance companies, non-banking financial companies, co-operatives, etc. The banking sector has about 64% of all the assets in the Indian financial system. BCom students can expect their salary to be between INR 2,25,000 to 3,50,000 on average. The average salary of a B.Com graduate is around INR 3.75 LPA. The starting salary of a B.Com graduate is reportedly around INR 3.11 LPA. while the experienced can earn around INR 24 LPA.

Possible jobs : Chartered Accountant - Chartered Accountants are professionals who are financial advisors of a company as well as individuals. They advise on tax liability and file income tax returns. Their job may also include financial reporting, taxation, auditing, corporate finance, insolvency, etc. Average Annual Salary -7.00 L

Bank Manager - Bank Managers are those who are incharge of managing banks. They are responsible for operation, administration, marketing, training and security of their branch. Average Annual Salary -7.50 L

Insurance Agent-Insurance agents act as an intermediary between the insurance company and the normal public. They sell and negotiate life insurance policy, health policy, accidental insurance, retirement benefits etc. they also act as an independent broker. They also work as individual brokers on commission basis. In order to be a successful insurance agent, candidates are required to possess some people skills, salesmanship, Customer service skills etc. Average Annual Salary - 3.08 L

Banker - A banker is a one who works at financial institutions, banks, etc and assists private as well as commercial clients. They are responsible for setting up accounts, budget planning, and also offers advice to clients for their investment. Average Annual Salary - 4.75 L

Cost Accountant- A cost accountant is one who ensures the financial system of an organization's runs smoothly. They prepare a budget and focus on maintaining the budget of the company. Cost accountants are required to possess strong organizational skills, problem solving skills, strong research abilities etc. Average Annual Salary- 5.19 L

Accounts officer- An account officer is incharge of taking care of financial bookkeeping and maintaining the financial records of an organization. They look into the accounts payable, accounts receivable, Financial controls etc. Average Annual Salary - 3.78 L

Accounts manager- An accounts manager is a kind manager with whom the clients can have interaction within a company. They look after the financial transactions of the company and at the same time also maintain the relationship Average Annual Salary- 5.96 L

Auditor- An auditor is an expert professional who reviews and verifies the accuracy of financial transactions in the company and ensures that all the tax laws are complied with. Average Annual Salary - 5.04 L

Marketing Manager- Marketing managers are expert professionals who organize and manage marketing campaigns to create the demand of a product or service. Candidates with excellent marketing skills, communication skills are eligible to pursue this career. Average Annual Salary - 6.80 L

(CO4) [Application]

17. What all ways you adopt for knowledge acquisition? Substantiate.

(CO4) [Application]