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**PRESIDENCY UNIVERSITY  
BENGALURU  
SCHOOL OF MANAGEMENT  
MID TERM EXAMINATION - APR 2023**

**Semester :** Semester II - 2022

**Course Code :** ENG2002

**Course Name :** Sem II - ENG2002 - Business English

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

**Date :** 12-APR-2023

**Time :** 9.30AM - 11.00AM

**Max Marks :** 50

**Weightage :** 25%

**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 1 = 10M)**

1. The full form of memo is
  - a) memoir (CO1) [Knowledge]
  - b) memorial
  - c) memorandum
2. The following communication mode is most closely related to the email:
  - a) the sms (CO1) [Knowledge]
  - b) the report
  - c) the formal letter
3. In order to close the email positively while using an inductive pattern, one must
  - a) focus on relationship building (CO1) [Knowledge]
  - b) give as much information as possible
  - c) praise the individual
4. When using the inductive approach you must avoid the following in the first paragraph:
  - a) being concise (CO1) [Knowledge]
  - b) stating the bad news
  - c) giving too much information
5. Using positive words and a respectful tone are important for which of the features of the ABC3 model?
  - a) Clarity (CO1) [Knowledge]
  - b) Conversational
  - c) Courtesy
6. The circular in business communication is
  - a) a formal document that is highly confidential (CO1) [Knowledge]
  - b) any document that is circulated widely
  - c) a written formal document meant for department-wide or organization-wide communication conveying important information or decisions

7. One of the differences between a circular and a memo is that the circular is meant for  
 a) wider circulation (CO1) [Knowledge]  
 b) narrower circulation  
 c) specialized circulation
8. Which one of the following plays a significant role in developing 'presence' during a presentation?  
 a) Movement (CO2) [Knowledge]  
 b) Body language  
 c) Visuals
9. Effective conclusion of a presentation must  
 a) give new information (CO2) [Knowledge]  
 b) summarise the main points  
 c) be provocative
10. Minutes of meeting is  
 a) the time record of a meeting (CO2) [Knowledge]  
 b) the time allotted to a meeting  
 c) the record of a meeting and its proceedings

### PART B

#### ANSWER ALL THE QUESTIONS

(4 X 5 = 20M)

11. Compare and contrast the inductive and the deductive approach to email writing.  
 (CO1) [Comprehension]
12. The following sentences have been jumbled. Place them in the correct order to make a coherent paragraph.  
 i. The next three paragraphs give some tips for effective PowerPoint presentations.  
 ii. Of all the visual aids discussed, LCD projectors are the most common and widely used for electronic presentations.  
 iii. While a good PowerPoint presentation can go a long way in taking off an excessive load on the presenter, you cannot expect it to carry the show.  
 iv. Thus, in an age when PowerPoint presentations have been used so often in business meetings and discussions, it is necessary to understand how to make effective PowerPoint presentations.  
 v. Have you heard of the popular jibe, "death by PowerPoint?"  
 (CO1) [Comprehension]
13. What do you consider the greatest advantages of email? State and explain five points.  
 (CO1) [Comprehension]
14. What are the most important goals to keep in mind while planning the conclusion of a presentation? Discuss an example to illustrate your point.  
 (CO2) [Comprehension]

### PART C

#### ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

15. You are the head of the organizing committee of a college festival being organized at Presidency University. A college has written to you seeking permission to participate in the festival, however, the last date for registration has passed and you cannot accommodate any further participants. Consider carefully which email format (deductive or inductive) you need to use and write a reply informing them that they cannot participate in the festival this year.  
 (CO1) [Application]
16. Review any one of the presentations that were made in class by you and your classmates and assess the strengths and weaknesses of the presentation.  
 (CO2) [Application]