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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - MAY 2023**

Semester : Semester II - 2022

Course Code : ENG2002

Course Name : Sem II - ENG2002 - Business English

Program : BBA

Date : 19-MAY-2023

Time : 10.30AM - 12.00PM

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.*
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PART A

ANSWER ALL THE QUESTIONS

(10 X 1 = 10M)

1. The circular 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 communicating important information or decisions
2. 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
3. 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
4. Agenda of a meeting is circulated
 - a) during a meeting (CO2) [Knowledge]
 - b) before a meeting
 - c) after a meeting

5. Brevity is a feature of business communication which means
a) the quality of being serious (CO1) [Knowledge]
b) the quality of being brief
c) the quality of being attentive
6. An effective conclusion of a presentation must
a) give new information (CO2) [Knowledge]
b) summarise the main points
c) be provocative
7. Proposals are typically crafted
a) in the middle of a project (CO1) [Knowledge]
b) for approval of a project
c) to show the progress on a project
8. The 'A' In the ABC3 model stands for
a) Accuracy (CO1) [Knowledge]
b) Adequacy
c) Aesthetic
9. What is the full form of the memo?
a) Memoir (CO1) [Knowledge]
b) Memorandum
c) Memorial
10. Which one of the following plays a significant role in developing 'presence' during a presentation?
a) Movement (CO2) [Knowledge]
b) Body language
c) Visuals

PART B

ANSWER ALL THE QUESTIONS

(4 X 5 = 20M)

11. A good introduction in a presentation arouses the audience's interest in your topic, establishes your credibility, and prepares the audience for what will follow. What strategies would you use to accomplish this goal?
(CO2) [Comprehension]
12. Compare and contrast the inductive and the deductive approach to email writing.
(CO1) [Comprehension]

13. Identify which of these two introductory paragraphs belong in an email written with the deductive approach. Give reasons for your answer.
- a. "Additional technicians have recently been hired and a new service reporting system will be operative from July 1. This measure addresses the increase in the number of computer service requests resulting from the recent dramatic growth of the company. The new reporting system is designed to provide you with timely and effective service."
- b. "There has been a large growth within the company over the past quarter. About 150 new employees have joined the company. All of them are welcomed warmly. We are aware that with the expansion of employees the technical assistance required will also expand. In order to ensure that all employees have the technical help they require, we have also expanded the technical team. This team will assist you in any technical queries you may have. We are also creating a new reporting system which will be effective from July 1."
- (CO1) [Comprehension]
14. Edit the following subject lines to make them more effective and justify your revisions:
- a. Regarding the application you made to the BBA course at Presidency University for admission for the year 2022-2023
- b. To fix meeting to discuss problems we are facing in the process of making the new product, Xi 908 to meet the deadline on June 1, 2023
- (CO1) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

15. You are organizing a meeting to plan an inter-college festival. Create a meeting agenda that reflects the main elements of a good agenda, written in the right order, such that the meeting will be able to accomplish at least three important goals.
- (CO2) [Application]
16. Re-write the following email to make it a) clearer and b) more courteous. Ensure that you follow a three-paragraph format for the revised email. Also formulate a suitable subject line:
- Sheila,
- I have observed that you are constantly on your phone during our meetings. This is not acceptable behaviour at XYZ company. Don't you think we notice what our peers are doing? What kind of example are you setting to your team members? As a manager, don't you think they will take their cues from you? I want you to show more attention and courtesy during meetings from now on. We all have multiple directions that demand our attention, but we use strategies to ensure our attention is not diverted. You could put your phone on airplane mode or on silent so that you are not disturbed. I think you are a capable manager and full of good ideas. I hope you will ensure that we get those good ideas during our meetings.
- Best,
Rohan
- (CO1) [Application]