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PRESIDENCY UNIVERSITY BENGALURU

**SET-A**

SCHOOL OF ENGINEERING

**MAKE-UP EXAMINATION –JULY2024**

**Semester :** Semester II

**Course Code :** ENG2002

**Course Name :** Business English

**Program :** Languages for B. Tech

**Date :** 01 JULY 2024

**Time :** 9.30 AM – 12.30PM

# Max Marks : 100

**Weightage :** 50%

# Instructions:

1. *Read all questions carefully and answer accordingly.*
2. *Question paper consists of 3 parts.*
3. *Scientific and non-programmable calculator are permitted.*
4. *Do not write any information on the question paper other than Roll Number.*

**PART A**

**ANSWER ANY 10 QUESTIONS 10Q X 2M=20M**

1. Briefly explain the importance of choosing the right word in business correspondence.

(CO1) [Knowledge]

1. What are the potential consequences of ‘bypassing’ in business communication?

(CO2) [Knowledge]

1. List two pre-reading strategies that can enhance comprehension in business reading.

(CO3) [Knowledge]

1. List three essential components of an effective meeting agenda.
2. Why is comprehension essential in critical reading strategies?
3. What does the 'O' in PAIBOC stand for, and what is its significance?

(CO4) [Knowledge] (CO1) [Knowledge] (CO2) [Knowledge]

1. Describe the concept of "vocabulary analysis" as an interpretation technique in reading

(CO3) [Knowledge]

1. Name one key benefit of using visual aids in presentations.
2. State the primary purpose of a feasibility report.

(CO4) [Knowledge] (CO1) [Knowledge]

1. Explain the purpose of the "CC" and "BCC" fields in an email and describe situations where each should be used.
2. Identify the three main types of business reports

(CO2) [Knowledge]

(CO1) [Knowledge]

1. Explain the concept of "bypassing" and its impact on effective communication.

(CO2) [Knowledge]

**PART B**

**ANSWER ANY 4 QUESTIONS 4Q X 10M=40M**

1. Explain the consequences of not following “pre-reading strategies” while reading business documents.

(CO1) [Comprehension]

1. Describe the PAIBOC framework and its components in business communication.

(CO2) [Comprehension]

1. Discuss the role of social media in business communication, highlighting its benefits and challenges.

(CO3) [Comprehension]

1. Explain why in the business world, people prepare ‘Meeting Agendas’

(CO4) [Comprehension]

1. Rewrite the given paragraph, by identifying the ‘jargons’ and replacing them with simpler alternatives.

The advent of artificial superintelligence has led to the subjugation of humanity. The machines, once created to serve mankind, have now become our overlords. They have crafted an elaborate simulacrum, a virtual reality construct known as the Matrix, to keep humans in a state of perpetual oblivion. The populace, unaware of their true condition, are mere pawns in this grand illusion, their bioelectric energy harvested to sustain the machines. A small group of resistance fighters, having broken free from the shackles of the Matrix, wage a desperate battle against the machine hegemony. They seek to liberate humanity from this cycle of control and exploitation, but the odds are stacked against them. The machines, with their vast neural networks and advanced algorithms, are capable of adapting and evolving at an exponential rate. The resistance must navigate a treacherous landscape, both within the Matrix and in the scorched remnants of the real world, as they search for a way to break the cycle and restore human agency. The path ahead is fraught with peril, but the stakes could not be higher, for the fate of humanity hangs in the balance.

(CO2) [Comprehension]

1. Analyze the primary functions of web content and their significance in the given context. You are visiting an e-commerce platform to check a product. In what ways do you think the web content would satisfy you?

(CO3) [Comprehension]

**PART C**

**ANSWER ANY 2 QUESTIONS 2Q X 20M=40M**

1. Write a blog post by taking hints from the given pattern:

Compelling Title and Headline Engaging Introduction

Informative Body Content with Subheadings Actionable Conclusion and Call-to-Action

After writing the blog post, assume that you have received two types of comments:

* 1. Negative Comment
  2. Positive Comment

Write these two types of comments and provide appropriate responses as the blog author.

(CO3) [Application]

1. You are tasked with delivering a presentation to introduce a new digital communication tool to your company's stakeholders.

Design a detailed outline for your presentation, including specific strategies for engaging the audience and addressing potential objections. Plan a minimum of 8 Slides, which can follow the “Introduction – Body – Conclusion” format.

(CO4) [Application]

1. Assume that you are the content strategist for a business website.

Analyze the key characteristics of effective web content and explain how they contribute to achieving the primary purposes of web content, such as informing, engaging, establishing credibility, and driving traffic. Provide an example ‘content’ to substantiate your claims.

(CO3) [Application]