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PRESIDENCY UNIVERSITY BENGALURU

**SET-B**

SCHOOL OF ENGINEERING

**END TERM EXAMINATION – MAY/JUNE 2024**

**Semester:** Semester II - 2023

**Course Code:** ENG2002

**Course Name:** Business English

**Program:** Languages for B. Tech

**Date:** June 21, 2024

**Time:** 9.30AM – 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. Name and discuss the three interpretation techniques required for effective reading

(CO1) [Knowledge]

* 1. In the context of business correspondence, what does the acronym PAIBOC stand for?

(CO2) [Knowledge]

* 1. State the difference between business articles and business reports.
  2. Describe the importance of 'Meeting Etiquette'
  3. List the four main stages of critical reading in business.
  4. Distinguish between denotation and connotation in word choice.
  5. Describe the role of "Summarization Skills" in business comprehension.

(CO3) [Knowledge] (CO4) [Knowledge] (CO1) [Knowledge] (CO2) [Knowledge] (CO3) [Knowledge]

* 1. Identify two non-verbal communication techniques that enhance the delivery of a business presentation.
  2. Describe the purpose of ‘Summarization skills’ in effective reading
  3. What are the potential consequences of ‘bypassing’ in business communication?
  4. How do the structures of business reports differ from business articles?

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

(CO1) [Knowledge]

* 1. Identify two strategies for achieving conciseness and clarity in web content writing.

(CO2) [Knowledge]

**PART B**

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

* 1. Discuss the role of reading in shaping strategic thinking and decision-making in a business context.

(CO1) [Comprehension]

* 1. Discuss the ‘Connoted’ and ‘Denoted’ meanings of the following words, taken from the paragraph.

 Wild

 Hot seat  Nosedive

 Shockwaves  Shine

The stock market experienced a wild ride as investors grappled with the aftermath of the latest corporate scandal. The once-respected CEO of a major tech company found himself in the hot seat after allegations of financial wrongdoing surfaced. As the news broke, the company's stock price took a nosedive, sending shockwaves through the market. Analysts scrambled to assess the potential fallout, with some speculating that the company's troubles could have a domino effect on the broader tech sector. The CEO, known for his bold approach and magnetic personality, now faces an uncertain future as the board of directors launches an internal investigation. The scandal has raised questions about the company's business practices and the need for greater oversight in an era of rapid growth and innovation in the tech industry. As investors brace for more turbulence, many are left wondering if the once high-flying stock has lost its shine and if the company can regain the confidence of the market. The coming days and weeks will be crucial as the company navigates this crisis and attempts to chart a course forward in an increasingly competitive and scrutinized industry.

(CO2) [Comprehension]

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

(CO3) [Comprehension]

* 1. Explain the importance of the 'Introduction, Body, Conclusion' structure in crafting effective business presentations. (CO4) [Comprehension]
  2. Read the following business memo and rewrite it, replacing the negative connotations with positive ones.

Subject: Disappointing Sales Performance To: Sales Team

From: Sales Manager Date: May 20, 2024

The sales figures for the last quarter have been dismal. Our team has failed to meet the targets set at the beginning of the quarter, and this is unacceptable. The lack of effort and commitment from the team is evident in these results.

We need to take a hard look at our strategies and make some tough decisions. If we don't see a significant improvement in the next quarter, there will be consequences.

I expect each of you to step up your game and start delivering results. No more excuses will be tolerated.

Let's turn this around before it's too late. Regards,

Sales Manager (CO2) [Comprehension]

* 1. Rewrite the paragraph. You may consider adding ‘Headings’, ‘Sub-headings’, and ‘Bullet Points’ so that it comes “Scannable” and engaging.

In today's rapidly evolving world, the role of higher education extends far beyond the mere transmission of knowledge. Universities and colleges must foster a culture of innovation, encouraging students to think critically, question established norms, and develop creative solutions to complex problems. However, many institutions still cling to outdated models of education, prioritizing rote memorization and conformity over original thought and experimentation. This approach not only fails to prepare students for the challenges of the 21st century but also undermines the very purpose of higher learning. By promoting a "degree mill" mentality, where the focus is on churning out graduates rather than cultivating intellectual growth, these institutions are doing a disservice to both students and society as a whole. The consequences of this shortsighted approach are far-reaching, as students who lack the skills to innovate and adapt are ill-equipped to navigate an increasingly complex and uncertain world. To truly fulfill their mission, higher education institutions must embrace a new paradigm, one that values creativity, risk-taking, and continuous learning. Only by fostering a culture of innovation can we hope to build a brighter future, one in which individuals and society can thrive in the face of ever-evolving challenges.

(CO3) [Comprehension]

**PART C**

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

* 1. Develop a comprehensive content marketing strategy, by assuming the following situation.

You are the “Marketing Strategist” of a shoe company and you are going to launch a new product “Sneakers”. Since yours is a relatively new company, you need to market the product extensively. Now, develop the content that could be used for the promotion of the product on various social media platforms.

Your strategy should include objectives, target audience, content types, different social media platforms, and tools to measure success.

(CO3) [Application]

* 1. Design a detailed outline for a presentation by incorporating storytelling techniques to engage the audience. You should assume the following situation.

 Topic: ‘Sustainable Business Practices’ for a Business Conference.  Format: ‘Introduction’ – ‘Body’ – ‘Conclusion’

 Number of Slides: Minimum 8 slides

(CO4) [Application]

* 1. Develop a comprehensive digital marketing strategy, by assuming the following situation

You are the Chief Marketing Officer of a new e-commerce website specializing in eco-friendly products. Your task is to develop a comprehensive digital marketing strategy to promote the website.

Utilize the principles of web content writing and social media engagement. Your strategy should include objectives, target audience analysis, content strategy, and social media plan.

(CO3) [Application]