E 7839 (Pages : 2) Reg. No.....

Name.....

# B.A. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2017

## First Semester

B.A. English (Vocational)—Model II

Complementary Course—ENGLISH FOR BUSINESS COMMUNICATION—I

(Common for Vocational Subjects—Administrative Assistant/Active English/ Careers and Communication Skills)

[2013—2016 Admissions]

Time : Three Hours Maximum Marks : 80

## Part A

*Answer the following questions each in a sentence* **or** *two.*
*Each question carries* 1 *mark.*

1. What is a covering letter ?
2. What is an application letter ?
3. What is format ?
4. What is letter of enquiry ?
5. What is collection letter ?
6. What is souvenirs ?
7. What is signature area in a letter ?
8. What is an outline ?
9. What is official letter ?
10. What is letter of reference ?

(10 × 1 = 10)

## Part B

*Answer any* **eight** *of the following questions each in about* 50 *words.*
*Each question carries* 2 *marks.*

11. What is reprography ?
12. What is micrography ?
13. What is computer online information ?
14. What is retrieval ?

**Turn over**

15. What is follow-up letter ?
16. What is memo ?
17. What is formal letter ?
18. What is AGRIS ?
19. What is NICNET ?
20. What is notice ?
21. What is fac simile ?
22. What is the importance of maintaining a dairy ?

(8 × 2 = 16)

## Part C

*Answer any* **six** *of the following questions in about* 100 *words each. Each question carries* 4 *marks.*

23. What are the tips for effective letters to the editor ?
24. Write a letter to the editor about the rise in sand mining in your area.
25. Write a response e-mail to the editor regarding a real news story.
26. You are the secretary of the dramatic club of your college. Write a notice for the audition of a play to be staged two months from the present data.
27. Write a short note on planning an application letter.
28. Write a letter of order ordering the books you need.
29. Write a circular on the arrangements to be done on the college day.
30. Write a memmo to be served to your clerk who does not work properly.
31. What are the different forms of advertising in business communication ?

(6 × 4 = 24)

## Part D

*Answer any* **two** *of the following questions in about* 300 *words each. Each question carries* 15 *marks.*

32. You are applying for the post of Reporter in a newspaper. Write a resume and covering letter along with the application.
33. You are the Sales Manager of a company. You could not deliver the products at the stipulated time write a letter to the client apologizing the delay.
34. Write a report on the possibilities of opening a new branch of your company at a particular place.
35. Write an advertisement of any product of your company to be published in an English daily.

(2 × 15 = 30)