

End Semester Examinations - 2015-16 Even Semester - May 2016

15EN3016 Business English

Set A

Time : 3 hrs
Total Marks: 100

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1. Do you think LSRW skills are equally important for business communication? Explain how each skill contributes to the smooth flow of interaction in organization.

OR
 2. Do you think superiors and subordinates should interact with each other on a regular basis? Discuss the merits and demerits.
 3. How do you explain the socio-psychological barriers in the context of formal communicative contexts? How do these barriers affect the flow of communication?

OR
 4. Your boss informed you that a 7-member foreign delegation is visiting your company for discussing business partnership and they are expected to stay in your country for 7 days. Your boss asked you to ring up at least three important officials of the delegation and discuss the travel plan, accommodation and other arrangements. Speak at least 5 -7 exchanges with each official and write down the interaction.
 5. Draft a 10-slide presentation explaining various job opportunities for students pursuing PG degree in English

OR
 6. What are the different types of interviews? Explain what kind of preparation one should do to face those interviews
 7. Discuss in detail the use of various visual aids. You have to highlight how each visual aid is used for a distinct purpose.

OR
 8. Your company is manufacturing different electronic items. Imagine you are working in the Sales Department and you are in charge of drafting promotional material. You are asked to write a sales letter and a sales advertisement. You are free to imagine any one of the electronic item and draft both sales letter and sales advertisement for the product.
 9. There is an advertisement in the newspaper for teaching position in a reputed college in your city. Imagine that you have completed your PG degree and you also have a Diploma in Teaching English. You have one year teaching experience and have acquired various professional skills during your study. Incorporating all these information, draft a resume along with a covering letter for the teaching job.

Wishing you All the Best
