Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **17EN2033** | **Duration :** | **3hrs** |
| **Sub. Name :** | **BUSINESS ENGLISH COMMUNICATION** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Mention the types of communication and explain in detail. | CO1 | 20 |
| (OR) | | | | |
| 2. | a. | Name the barriers to communication and explain how these barriers can be overcome. | CO1 | 15 |
| b. | Correct the Sentences.  (i) Any government with a foresight will act before it is too late.  (ii) All other kinds of decision making are not noticed by the Team         Manager.  (iii) This is the principle how the committee concluded the debate.  (iv) Man is suffering throughout his life.  (v) A widow is prohibited to remarry. | CO1 | 5 |
|  |  |  |  |  |
| 3. |  | Handle a complaint over phone from a dissatisfied customer who recently purchased your travel trolley with a minimum of ten exchanges each*.* | CO2 | 20 |
| (OR) | | | | |
| 4. |  | Non verbal cues play a vital role in effective communication - Discuss. | CO2 | 20 |
|  |  |  |  |  |
| 5. |  | Write a detailed essay on Interview Techniques and types of interviews. | CO4 | 20 |
| (OR) | | | | |
| 6. | a. | A resume is a selective record of one’s professional details – Draft a resume for winning your dream job. | CO4 | 15 |
| b. | Imagine you are a member of an interview panel and post any five types of interview questions to a candidate. | CO4 | 5 |
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| 7. | a. | Write a letter as the students co-ordinator of your department, to the Managing Director, Taj Vivanta, Coimbatore, to find out the rates for conducting the farewell party on their lawns, enquiring about the catering costs per head, service charges and other details. | CO3 | 15 |
| b. | Wirte a circular impressing upon employees the need to minimize the use of water and power during the summer. | CO3 | 5 |
| (OR) | | | | |
| 8. |  | You work in an Export company and you are looking out for a new agent for international freight. You have identified Globelink and ST Professional as potential agents. Draft a report to the Exports Sales Manager stating the features of both in terms of experience, world wide destinations and rates and suggest the best of the two. | CO3 | 20 |
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|  | | **Compulsory**: |  |  |
| 9. |  | Prepare a power point presentation of 15 - 20 slides on the topic *Digital India.* | CO5 | 20 |