

First Semester FYIMP Degree (CBCSS- Regular)
Examination, November 2024
(2024 Admission Onwards)
KU01AECENG102 : ENGLISH FOR BUSINESS COMMUNICATION

Time : 2 Hours

Max. Marks : 50

PART - A

Answer **any four** questions. **Each** question carries **2** marks.

1. What is business communication ?
2. Differentiate lateral and external business communication.
3. List out any 4 steps to write an effective formal business report.
4. What are persuasive messages ? In what contexts would these messages come in handy ?
5. List out the various aspects of business communication.
6. Write 2 statements which involves the reader in business writing.

(4×2=8)

PART - B

Answer **any three** questions. **Each** question carries **6** marks.

7. Briefly describe the role of audience in business writing.
8. Write a short note on the techniques to improve business writing.
9. Revise the sentences given below to give a more conversational tone and state your idea positively.
 - a) We will provide a detailed analysis of your account performance.
 - b) The undersigned takes great pleasure in welcoming you to our staff.

P.T.O.

- c) We cannot send your order from our warehouse until December 2.
 - d) I have 15 different financial plans to offer my investors.
 - e) We want all newly hired employees to use our carpooling program for at least three months.
 - f) We require additional information to process your request.
10. Write an E-mail apologizing for a delay or mistake in delivery of a product of your choice.

11. Explain the steps of writing an effective business proposal. (3×6=18)

PART - C

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Answer any three questions. Each question carries 8 marks.

12. Draft a memorandum inviting employees to the annual holiday party, taking place on December 15th from 3 pm – 5 pm in the office lobby.
13. Elucidate the various barriers of communication.
14. Explain the types of business communication and their benefits for businesses with suitable examples.
15. Your non-profit organization, Creative Spark, needs to raise funds for a community development project. Write a proposal to the Local Foundation outlining the project goals, budget and impact. (3×8=24)