



Name :

Roll No. :

Invigilator's Signature :

CS/MCA/SEM-1/HU-101/2010-11

2010-11

BUSINESS ENGLISH AND COMMUNICATION

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : $10 \times 1 = 10$

i) Trade Associations and Chambers of commerce continually feed information to its members by means of

- a) minutes b) faxes
- c) circulars d) memorandums.

ii) Which is the first step while preparing a report ?

- a) Information and data should be collected
- b) The first draft of the report should be made
- c) A preliminary plan or outline should be made
- d) Data and the information should be carefully analyzed and selected.



- iii) Which is not a part of technical report ?
- a) Introduction
 - b) Presentation
 - c) Minutes of Dissent
 - d) None of these.
- iv) Which one should be used while writing a précis ?
- a) Redundancy
 - b) Passive voice
 - c) Wordiness
 - d) Conciseness.
- v) Letter of transmittal is a part of
- a) Letter
 - b) Software user manual
 - c) Report
 - d) Memorandum.
- vi) What are the aspects of technical communication ?
- a) Subject competence
 - b) Linguistic competence
 - c) Organizational competence
 - d) All of these.
- vii) The function of a sales letter is
- a) attracting attention of the customer
 - b) arousing interest
 - c) creating desire
 - d) all of these.
- viii) A job application letter is also known as a
- a) Cover letter
 - b) Personal letter
 - c) Sales letter
 - d) None of these.



ix) A job application letter written in response to an advertisement is known as a

- a) Solicited letter b) Unsolicited letter
- c) Cover letter d) None of these.

x) Which often replaces 'career objective' in a resume ?

- a) Resume
- b) Professional summary
- c) Professional qualification
- d) Professional skills.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. State the parts of a report.
3. How many types of documentation exist ? Mention steps to prepare a software user manual.
4. What is informational overload ?
5. Draft a memo from the Managing Director to the Customer Relations officer for not attending to a customer complaint.
(Add the necessary details)
6. Classify the channels of communication.



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. Write a report on the benefits of computerization in the railways.
8. Candidates having a bachelor's degree with a background in information systems, marketing or communications are required to handle intranet, extranet and Internet sites. Mastery over HTML coding, website design and client server technology is vital. Applicants must possess excellent writing skills and the ability to manage effectively multiple projects while interfacing with company employees. Apply within next seven business days to Parmod Tiwari, HR Manager, Exclusive Software, 520, North main Street, Coimbatore.
9. Assume that you are the Sales Promotion Officer of LG. Write a Sales letter promoting the sales of LG air-conditioners to be distributed to prospective LG customers. Include the following offers in your letter :
 - a) Buy an LG air conditioner and get gifts worth Rs. 6990/-
 - b) Scratch the LG Cup Card and win guaranteed free gifts worth over Rs. 50 crore
 - c) 7 years warranty.
10. Write an essay on any *one* of the following topics :
 - i) The impact of prolonged use of computer.
 - ii) The Information System in Management.
 - iii) Web designing is both an art and a technical skill.

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