



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G.DEGREE EXAMINATION - GENERAL ENGLISH

FOURTH SEMESTER – APRIL 2017

EL 4051 - ENGLISH FOR COMMERCE

Date: 19-04-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

I. Answer any **EIGHT** of the following in about 150 words each:

(8X5=40)

1. Define Business communication.
2. List the elements in communication?
3. Why is effective communication important in business?
4. Write a memo to a team that has failed to submit the quarterly report on time.
5. What are the types of report? Explain.
6. Explain the relevance of new technologies in business communication.
7. State and explain the elements of an application letter.
8. Use the following words in sentences (in a business context).
i. Corporate culture ii. Profit margin iii. Globalization iv. Team player v. Accountability
9. Write a note on the types of business letters.
10. What is the difference between a white-collar worker and a blue-collar worker?

II. Answer any **THREE** of the following questions:

(3X20=60)

11. Write a convincing resume stating your educational qualification, employment history and achievements.
12. You are the project head of Thompson and Thompson. Write a complaint letter to a firm that has failed to supply monitors at the specified time.
13. You have attended a training program on *Integrated Workshop to Activate Innate Human Potential*. Write a business report to your manager.
14. Explain in detail the principles and barriers of effective communication.
15. You are the Director of MNF products. Write a letter of termination to an employee on disciplinary grounds.
16. Draft an email enclosing a covering letter of resignation.

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