

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



U.G.DEGREE EXAMINATION –GENERAL ENGLISH

FOURTH SEMESTER – APRIL 2018

16UEL4GE07 / EL 4051- ENGLISH FOR COMMERCE

Date: 18-04-2018

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART - A

I Answer any EIGHT of the following questions:

(8x5=40)

1. Explain the process of communication.
2. What are the common communication barriers?
3. What are jargons and clichés? Explain with examples.
4. Why is it important to employ AIDA formula to write persuasive messages?
5. Use the following words/idioms in sentences of your own:
a. operating cost b. streamline c. wide-ranging
d. big wig e. sell like hotcakes.
6. List out the characteristics of a good report.
7. Distinguish formal reports from informal reports.
8. What is the purpose of an inspection report? Explain.
9. State the guidelines for ethical spoken and written messages.
10. Write a note on legal issues.

PART - B

II. Answer any THREE of the following:

(3x10=30)

11. If a company policy changes, should you explain those changes to employees and customers at the same time? Why or why not?
12. The laws concerning electronic information are still developing. There are no clear guidelines for privacy in Email messages. Some companies monitor employees' Email messages. Discuss the pros and cons of this issue, analyzing what company needs are served by monitoring Email and whether this is an invasion of privacy.
13. Can Whatsapp be used as a marketing tool. Explain.
14. You and another manager in your company disagree about whether employees should be encouraged to create online profiles on LinkedIn and other business-oriented social networking websites. You feel that it is something valuable to employees to connect with their peers in and out of the industry. Write a brief email message that outlines your argument.
15. In what ways are unsolicited proposals more challenging to write than solicited proposals?

PART - C

III. Answer the following:

(2X15=30)

16. Write a job offer letter for the position of sales manager in your company.

(or)

Make a detailed resume to apply for a job of your choice.

17. Draft an account report of your company for the year 2017.

(or)

Write your opinion on 'Different forms of electronic communication have enabled fast growth of business in the modern world'.
