



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**U.G. DEGREE EXAMINATION – GENERAL ENGLISH**

FOURTH SEMESTER – NOVEMBER 2015

**EL 4051 – ENGLISH FOR COMMERCE**

Date : 14/11/2015  
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

**SECTION – A**

Answer any **FOUR** of the following in about 50 words each:

**(4x5=20)**

1. Differentiate between 'commerce' and 'commercial'.
2. What is a 'false balance'?
3. Explain a 'memo'.
4. Bring out the importance of 'customer care'.
5. Identity the disadvantages of the terms: trade and business.

**SECTION – B**

Answer any **FOUR** of the following in about 250 words each:

**(4x10=40)**

6. Define the term, 'Official correspondence'.
7. What is an informal writing?
8. Explain any two types of reports and their relevance in business.
9. What are the important aspects of a formal letter?
10. Prepare a profile of a company in the field of publishing books.

**SECTION – C**

Answer any **TWO** of the following questions in about 300 words each:

**(2x20=40)**

11. Illustrate the various advantages and disadvantages of English in terms of technology.
12. Write a letter of complaint to a company for their delivery of damaged articles.
13. What are the impacts of the written documents in commerce.

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