



U7340

Reg. No.:

Name:.....



University of Kerala
 First Semester Degree Examination, November 2024
 Four Year Under Graduate Programme
 Ability Enhancement Course
ENGLISH
UK1AECENG104 - Business Communication I
 Academic Level: 100-199

Time: 1Hour**Max.Marks: 28****Part A.**

Answer All Questions ,Objective Type. 1 Mark Each.
(Cognitive Level: Remember/Understand)
4 Marks. Time: 5 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
1.	Define Listening.	Remember	1,2
2.	Define Skimming.	Remember	2
3.	What is Upward Communication in Business communication?	Understand	2,3
4.	What is Mother Tongue Interference?	Understand	1

Part B.

Answer All Questions Short Answer. 2 Marks Each.
(Cognitive Level: Understand/Apply)
8 Marks. Time: 15 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
5.	Describe the elements of communication.	Understand	2
6.	Explain Standard English.	Understand	1
7.	How can one overcome the barriers in speaking while engaging in public speaking?	Apply	3
8.	Why Copy writing is important in Business?	Apply	3

Part C.

**Answer all 4 Questions, choosing among options within each question.
Long Answer. 4 Marks Each (Cognitive Level: Apply/Analyse/Evaluate/Create).
16 Marks. Time: 40 Minutes**

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
9.	a) How would you organize communication strategies while engaging in public speaking? OR b) How group discussions form a relevant part in a business firms?	Apply	3
10.	a) Examine the role of virtual platforms in business communication. OR b) Identify the role of branding tools in marketing campaign.	Analyze	4
11.	a) Evaluate the influence of language skills on negotiating with suppliers and clients. OR b) Examine the need of effective preparation while attending an interview. Suggest some measures to stand out in job interviews.	Evaluate	2,3,4
12.	a) Prepare an enquiry letter regarding job vacancy in a business firm. OR b) Prepare a complaint letter to a business firm regarding poor customer service.	Create	5