

SARDAR PATEL UNIVERSITY**M A(ELT) Second Semester Examination****Day, Saturday - Date, 07-04-2018****Time : 10.00 am to 1.00 pm****Subject: PA02EELT04-Business English**

Total Weightage/Marks: 70

Instructions:

- a. *Answers of all the questions (including multiple choice questions) should be written in the provided answer book only.*
b. *Descriptive type of questions carry 15 marks each.*

Q.1 Choose the correct option.**10****1. What is the full form of CWO?**

- a. Cash with order b. Commence with order c. Cheque with order

2. _____ is often used when sending information to a reader outside your organization.

- a. Memo b. Letter c. Application

3. The abbreviation Bcc in E-mails stands for...

- a. Basic carbon copy b. Blank carbon copy c. Blind carbon copy

4. 24th, March 2015. is a _____ format of writing date.

- a. British style, open punctuation, ordinal style
b. British style, closed punctuation, ordinal style
c. American style, closed punctuation, cardinal style

5. Which of the following are not examples of complimentary close?

- a. Yours faithfully b. Dear sir
c. Respected sir d. Sincerely yours
A. Both a and d B. Both b and d C. Both c and b

6. Which one of the following characteristics should a person follow while writing on Email?

- a. concise, clear and polite b. verbose, rude, harsh c. impolite and negative tone

7. In Business correspondence _____ should be avoided.

- a. conciseness b. subjectivity c. bias – free language

8. _____ context refers to the similarity of backgrounds between the sender and the receiver.

- a. Physical b. Cultural c. Chronological

9. Noise in the atmosphere is responsible for _____ barriers to communication.

- a. Physical b. Psychological c. Semantic and language

10. 'Thrash' is one of the features of

- a. E-mails b. Mobile c. Fax

Q.2.a. Write an Enquiry letter, Reply to that enquiry and Order letter as part of business correspondence.

OR

Q.2.b. Draft a Complaint letter and an appropriate reply in the form of Adjustment letter.

Q.3.a. Discuss Collection letters and provide relevant examples.

OR

Q.3.b. Discuss Memo writing, its format and draft a sample memo.

Q.4. a. Write a critical note on the importance of thinking, planning, writing and revising in the process of business writing.

OR

Q. 4.b. Discuss the format of Letter and Email. Also discuss differences between Letter writing and Email writing in detail.

Q. 5.a. Write a detailed note on content and style of a business letter with special emphasis on length, order and sequence, style, clarity, and accuracy.

OR

Q.5.b. Discuss the barriers to communication involved in the process of business communication.

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