

**(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2020 ONLY)**

**(NO OF PAGES: 2)**

**20 UEL 4N4**

**REG.NO**

**NGM COLLEGE (AUTONOMOUS): POLLACHI**

**END – OF – SEMESTER EXAMINATIONS: JULY- 2022**

**UG DEGREE PROGRAMMES (AIDED & SF)**

**MAXIMUM MARKS: 50**

**IV SEMESTER**

**TIME: 2 HOURS**

**PART – IV NON MAJOR ELECTIVE PAPER- II**

**CORPORATE ENGLISH**

**SECTION - A (10 X 1 = 10 MARKS)**

**ANSWER ALL OF THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS**

**(K1)**

1. ....is necessary in business if you want to build relationship with someone.  
a. Negotiation      b. Socialising      c. Conversation      d. Greeting
  
2. Choose the right spelling \_\_\_\_\_  
a. Business      b. Buisness      c. Bisness      d. Buisnes
  
3. “I am sorry could you say that again,please?” is an expression to be followed while .....  
a. meetings      b. taking notes      c. going out      d. Conversing
  
4. It is good manner to refuse a gift at first and accept only when persuaded. Which of the following countries follows this etiquette?  
a. Korea      b. Germany      c. Russia      d. Japan
  
5. ..... is a way of reaching an agreement by means of discussion for compromise.  
a. Negotiation      b. Experimenting      c. commercialization      d. marketing development

**ANSWER THE FOLLOWING IN ONE OR TWO SENTENCES**

**(K2)**

6. “You can phone me anytime but I won’t be here afternoon tomorrow”. Convert this sentence into a note.
  
7. Why do people need to apologize in business?
  
8. What is the purpose of agenda in meetings?
  
9. Why should we avoid long sentences in a report writing?
  
10. Write a phrase to say 'please wait' over phone.

**(CONTD....2)**

**SECTION - B**

**(5 X 8 = 40 MARKS)**

**ANSWER ANY FIVE QUESTIONS OUT OF EIGHT QUESTIONS.**

**(K3)**

11. Discuss the advantages and disadvantages of e-mails.
12. Create a telephonic conversation script between a customer calling to register a stolen ATM card and the Bank Executive. There should be at least 10 dialogues.
13. Add punctuation to this e-mail and correct the typing errors.  
Respected Mr Bay  
This email is to bring to your kind notice that I would like to appear for an interview for the position of a marketing manager in your organization  
I have been working in the field of marketing since last three years and currently working in Bulls Financial Services Limited I have also done my bachelor in business administration with specialisation in marketing from the reputed Colorado School of Business I have always exceeded my sales target and brought revenue for the employer organization and was also considered as an inspiration in the marketing department of my organization I have also received numerous awards for my performance It has always been a desire to work in a reputed organization like yours I would be highly grateful if you could arrange for an interview I am attaching a copy of my resume along with the email.  
Regards  
Bruce Wayne
14. What is negotiation? Discuss the different stages of a negotiation meeting.
15. Write an E-Mail to the Phoenix hotel to book rooms.
16. Think of a new product that has been recently developed and can be mass-produced but is not too expensive. Prepare a presentation describing the technology and working of the product.
17. Discuss the do's and don'ts when you answer the phone in the office.
18. Design an agenda for your department meeting.