LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



U.G. DEGREE EXAMINATION - GENERAL ENGLISH

FOURTH SEMESTER - APRIL 2022

16/17/18UEL4GE07 - ENGLISH FOR COMMERCE

Date:	18-06-2022	Dept. No.	Max. : 100 Marks
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Time: 09:00 AM - 12:00 NOON

PART - A

I Answer any EIGHT of the following questions:

(8x5=40)

- 1. Define business communication.
- 2. Mention a few communication barriers.
- 3. Write some of the jargons of commerce and merchandise.
- 4. Why is it important to employ the AIDA formula to write persuasive messages?
- 5. Use the following idioms in sentences of your own:
 - a. By the book
 - b. Cut-throat
 - c. Go down the drain
 - d. Go the extra mile
 - e. Ahead of the pack.
- 6. What are the characteristics of a good report?
- 7. How do you write an informal report?
- 8. What are the advantages of online marketing?
- 9. Why does every marketing policy have a legal note?
- 10. Why is it necessary to have customer service?

PART - B

II. Answer any THREE of the following:

(3x10=30)

- 11. If you are the manager of an online marketing company, how will you choose the new offers and policies you will introduce to retain the customers?
- 12. Employers were encouraged to work hard by giving them incentives and setting targets and deadlines. Write your opinions on these strategies used by the employers to get the maximum turnover.
- 13. Justify Facebook and instagram as a marketing tool.
- 14. Write an e- mail to your employer reporting a marketing strategy used by other employers which might defame the company.
- 15. Write a formal report on your company's growth for the year 2021.

PART - C

III. Answer the following:

(2X15=30)

16. a. Compare and Contrast traditional marketing and digital marketing.

(OR)

- b. Write a job offer letter to the selected candidate for the position of sales manager in your company. Furnish it with all roles and responsibilities.
- 17. a. Compile a detailed resume to apply for your dream job.

(OR)

b. Expand on the role of English language in trade and commerce &&&&&&&&

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