

Indian Maritime University
(A Central University, Govt of India)
End Semester Examinations – June 2024
Programme Name: IMU - BBA (LRE)
Semester: II
Subject Code: UG31T3201
Subject Name: INTERMEDIATE BUSINESS ENGLISH

Date: 27.05.2024

Max Marks: 70

Duration: 03 Hrs

Pass Marks: 35

General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in respective section.

Section A

Ten MCQs/Fill in the Blanks of 01 Mark each – Choose the correct answer as applicable.

1. Email is considered a reliable mode of communication as there is
 - a) a written record of transaction for future reference
 - b) a digitally transmitted message
 - c) speed and efficiency in this tool
 - d) a fashion statement in it
2. Allowing a participant to raise a different point for discussion at the end of a meeting is marked in Agenda as:
 - a) Some Other Business - SOB
 - b) Any Other Business – AOB
 - c) What Other Activity – WAB
 - d) Now Or Never – NON
3. When denying a Claim, empathy can be expressed by
 - a) using strong language
 - b) expressing regret that claim is being denied
 - c) condemning your product
 - d) accusing the customer of manipulative behavior
4. The outcome of constructive criticism should
 - a) be positive and contribute to an employee's growth
 - b) be harsh so that the employee improves
 - c) be praiseworthy to keep the morale of the employee high

d) be negative so that employee works harder

5. Emotional Intelligence (EQ) includes competency in traits such as:

- a) Marketing
- b) Team work
- c) Analytical Skills
- d) Procrastination

6. Rajaraja was _____ Chola King. (a/an/the)

7. Give the plural of 'Country': _____

8. I met the man _____ was selling rare portraits. (who/whom)

9. She has not recovered fully _____ the shock of his failure. (from/of/off)

10. Give a word that means enjoyable and rhymes with present:

Section B

Five Questions of 02 Marks each

11. What is a Vlog?

12. Completing on time is the essence of a good presentation. Comment.

13. What is netiquette?

14. How does Proof Reading help in making a document better?

15. How many parts are there in a Memorandum? Describe them.

Section C

Seven Questions of 10 Marks each of which any 05 questions to be answered.

16. If you are attentive, informed, and a great listener, you can start a conversation with almost anyone in any situation. What is your advise for one to be a good conversationalist?

17. Harsha is the epitome of patience and understanding during heated, emotionally charged meetings. Others around him become fully embroiled in the discussions, and he actively listens and responds with knowledge and wisdom. Which Quadrant of EQ describes Harsha? Explain.

18. You are an entrepreneur in e-retailing selling the products of acid attack victims, specially challenged persons and people with learning difficulties. The

products are a variety of cookies, cupcakes, pastries, puffs and breads that use healthy alternatives as ingredients. You sell them on your website www.beyondtaste.com

Informatics India Ltd., is a multinational software solutions company with a presence in several cities in the country. They are a company that is known to be a socially conscious company on media and have organised many programs on the upliftment of economically backward people.

Write a proposal (letter format) to the HR Manager of Informatics India Ltd., asking them to use your products in the canteen of their company and that you would like to take up the catering needs for their offices.

19. Give a brief report of 200 words on the recently concluded International Conference on Cyber Safety and Security at Sea held in your college.

20. Your topic of presentation is 'Learning languages enhances Employment'. Write the Content for this topic that you will have to present for 5 minutes to students of BBA in Maritime College of Technology and Management(MCTM), Mumbai.

21. If you are the Manager, what option would you choose, destructive or constructive feedback to provide honest assessment to your Supervisor? Explain.

22. Wordsworthy is a leading bookstore in your city. Of late, the clientele has not been good because of online reading. The solution to prevent your business from shutting down are many: have a tie-up with leading e-retail platforms, convert into a gifting options store, a café with free wifi, shut down and use the shop space for standup comedies, theatre workshops, hobby workshops etc

To decide on future plans, as the General Manager you will be chairing a meeting with other managers. Write the Agenda to inform all concerned as to what each has to prepare and discuss about.