

E 3845

(Pages : 2)

Reg. No.....

Name.....

**B.A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2016**

**Third Semester**

Core Course—BUSINESS WRITING

[B.A. English—Literature, Communication and Journalism (Three Main)]

(2013 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer all questions in this part each in a sentence or two.*

*Each question carries 1 mark.*

1. What is Market Reporting ?
2. What is FDI ?
3. What are Brettonwood twins ?
4. What is LPG ?
5. What is Memmo ?
6. What is Plastic money ?
7. What is e-commerce ?
8. What is bull in stock exchange ?
9. What is Euro ?
10. What is Ecotourism ?

(10 × 1 = 10)

**Part B**

*Answer any eight questions in about 50 words each.*

*Each question carries 2 marks.*

11. What is GATT ?
12. What are the demerits of privatisation ?
13. What is the economic function of IMF ?
14. What are the advantages of a bank cheque over liquid cash?
15. What do you mean by liberalisation in public sector ?
16. What do you mean by 'Navaratnas' ?

**Turn over**

17. What is Kudumbasree ?
18. What is RBI ?
19. What is a Project Report ?
20. What is an Abstract ?
21. What is an e-mail ?
22. What is a Covering Letter ?

(8 × 2 = 16)

### Part C

*Answer any six of the following questions in about 100 words each.  
Each question carries 4 marks.*

23. Name the G-20 Countries.
24. What is Globalization ?
25. Write a model letter of Enquiry.
26. What is Great depression ?
27. What is Special Economic Zone ?
28. What is Financial Reporting ?
29. What is New Economic Policy ?
30. What is a Bank note ?
31. Write a model Job Seeking Letter.

(6 × 4 = 24)

### Part D

*Answer any two questions in about 300 words each.  
Each question carries 15 marks.*

32. Discuss briefly the origin, function and importance of World Bank.
33. What are some of the do's and don't's one should take care of in Business Letters ?
34. Discuss briefly the reforms in Banking Sector.
35. Discuss the different Concepts of Business.

(2 × 15 = 30)