

Reg. No.: .....



Name: .....

**University of Kerala**

U9210

Second Semester FYUGP Degree Examination, April 2025

Ability Enhancement Course

**ENGLISH**

**UK2AECENG104 - Business Communication II**

Academic Level: 100-199

**Time: 1 Hour**

**Max. Marks: 28**

**Part A ,4 Marks ,Time 5 Minutes (Cognitive Level :Remember(RE)/Understand(UN))Objective Type 1 mark each, Answer all questions**

Qn No.	Question	CL	CO
1	List any two etiquette rules that have to be followed while communicating via the internet.	RE	2
2	Name the document often used as a basis for a solicited business proposal.	RE	1
3	Describe the roles mentors play in helping women overcome the Glass Ceiling?	UN	2
4	What is legal ethics?	UN	3

**Part B ,8 Marks ,Time 15 Minutes (Cognitive Level :Understand(UN)/Apply(AP))Short Answer 2 marks each, Answer all questions**

Qn No.	Question	CL	CO
5	Describe the main components of an effective business proposal.	UN	2
6	Discuss the importance of netiquette in online communication.	UN	4
7	Write a persuasive introduction for a business proposal.	AP	3
8	How does the author of <i>Crazy English</i> use humor and paradoxes to highlight the inconsistencies in the English language?	AP	3

**Part C ,16 Marks ,Time 40 Minutes (Cognitive Level :Apply(AP)/Analyse(AN)/Evaluate(EV)/Long Answer 4 marks each, Answer all questions choosing among options\* within each question**

Qn No.	Question	CL	CO
9	A) Imagine you are a team leader in a multinational company. How would you modify your communication style to effectively interact with a diverse workforce? OR B) Reflect on the concepts of Expatriate Glass Ceiling, Glass Cliff, Sticky Ladder, and Glass Wall. How do these terms expand upon the understanding of challenges faced by women in leadership roles?	AP	5, 3
10	A) Discuss the impact of netiquette in virtual communication. OR B)	AN	4, 5

Qn No.	Question	CL	CO
	Differentiate the major ethical issues in E-commerce.		
11	<p>A)</p> <p>Evaluate the objectives of a business proposal.</p> <p>OR</p> <p>B) Evaluate some best practices for fostering a collaborative culture in teams, and how can organizations ensure that shared decision-making does not compromise accountability and results?</p>	EV	5, 5
12	<p>A) Design a social media marketing proposal. OR</p> <p>B) Design a networking strategy for an entrepreneur looking to expand the business using the 7 networking skills discussed.</p>	CR	5, 5