



**Parvathaneni Brahmayya Siddhartha College of Arts & Science, Vijayawada-10**  
(An Autonomous College under the jurisdiction of Krishna University)  
Reaccredited at the level 'A+' by the NAAC  
College with Potential for Excellence  
(Awarded by UGC)

**Course Code: 22ENG T02**

**Title: Business English-III**

**SEMESTER III (2023-24)**

**FOR BBA, BBA BA, B.COM AF, B.COM TPP, BPM, B.SC MSDS, CSCS, AI&ML, BFSI**

**Max Marks: 70**

**Time: 3 hours**

**No. of Credits: 3**

**Course Structure and Syllabi under CBCS**

<b>Sl No.</b>	<b>Semester</b>	<b>Course Code</b>	<b>Name Of The Subject</b>	<b>Teaching Hours</b>	<b>Credits</b>
1	III Semester	22ENGT02	Business English-III	4	3

**No. of Hours per Week: 4**

**No. of Credits: 3**

**Max. Marks: 100**

**External: 75M**

**Internal: 25M**

**OBJECTIVE:** The main objective of this course is to facilitate the learners to acquire the linguistic competence essentially required in a variety of life situations and develop their intellectual, personal and professional abilities.

**COURSE OUTCOMES:**

At the end of the course, the learners will be able to:

- CO 1.** Write an inter-office memorandum, press release and fax for performing day-to-day professional tasks and relate the situations in which these forms of communication are generally used. **PO 2**
- CO 2.** Understand the role of meetings in business transactions and figure out how to call a meeting, how to conduct and participate in a meeting, how to record the minutes and if necessary, how to write a note of dissent. **PO6**
- CO 3.** Inscribe a job-application letter, prepare a striking resume and also chart how letters of appointment and resignation are written. **PO1**
- CO 4.** Prepare for a face-to-face job interview, carry out oneself when being interviewed and also quiz the candidates, if required. **PO7**
- CO 5.** Participate in group discussions as an instrument for training in spoken English and imbibe the skills required for an effective participation. **PO1**

**P.B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE**  
**DEPARTMENT OF ENGLISH**  
**SYLLABUS**

**UNIT – I MEMORANDUM page-340-347**

- Communication Core
- Function and Structure
- Types
- Press Release 10 hrs
- Other Short Messages
- Review Questions
- Exercises

**UNIT – II NOTICES.AGENDA AND MINUTES page- 349-356**

- Communication Core
- Notices
- Agenda
- Minutes 10 hrs
- Note of Dissent
- Review Questions
- Exercises

**UNIT – III APPLICATION FOR JOBS page- 361-379**

- Communication Core
- Importance and Function
- Drafting the Application
- Elements of Structure
- Preparing the Resume 10 hrs
- Helpful Hints
- Job Offer
- Resignation Letter
- Review Questions
- Exercises

**UNIT – IV EMPLOYMENT INTERVIEW page-381-391**

- Communication Core
- Types of Interview
- Preparing for the Interview
- Attending the Interview
- Interview Process
- Employers' Expectations
- Telephone Interview
- Negotiating a Job Offer 15 hrs
- Thank –You Letter
- Conducting an Interview
- Negative Aspects
- Sample Interviews for a Job

- Review Questions
- Exercises

**UNIT – V GROUP DISCUSSION page-392 - 495**

- Communication Core
- Definition
- Process
- Guidelines
- Helpful Expressions
- Group Discussion and Campus Interview
- Evaluation 10 hrs
- Evaluation Sheet
- Review Questions
- Exercises
- Abbreviations and Numerals
- Communication Core
- Abbreviations
- Numerals

**Business Correspondence and Report Writing**  
**R. C. Sharma and Krishna Mohan, Fifth Edition, Tata McGraw-Hill Publishing**  
**Company, Chennai, 2016**



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**SEMESTER-III**

**COURSE CODE: 22ENG T02**

**No. of Hours per Week: 4**

**Title: Business English-III**

**Max Marks: 100**

**External: 70M**

**Internal Marks: 30M**

**SECTION A**

**I. Answer any SIX of the following questions.**

**6x5=30 marks.**

1.(a) Distinguish clearly between a press release and a memo.

OR

(b) Why is a memo generally not written for communication outside the Organisation? (L2)

**CO1**

2.(a) What precautions should be taken while taking notes for writing the minutes of a meeting?

OR

(b) 'Minutes are nothing but an expansion of the ideas contained in the items of an agenda.' Discuss.

**(L4) CO3**

3.(a) What is a resume? What is its main function?

OR

(b) How is the second type of letter of application better than the first? (L1) CO3

4.(a) Write a note on different types of employment interviews, describing clearly the purposes for which they are held.? (L3) CO3

OR

(b) 'An application letter is a sales letter'. Discuss.

5.(a) What traits/ qualities does an employer look for in a candidate while interviewing him? (L4) CO4

OR

(b) What are the main factors that you would bear in mind while conducting an interview?

6.(a) What are the various purposes for which group discussion is held? (L4) CO5

OR

(b) Describe briefly the points one should bear in mind for effective participation in a group discussion.

**SECTION B**

**II. Answer any THREE of the following questions.**

**3x10=30 marks.**

1. (a) As the Managing Director of a company, write a memo to the Sectional Heads, announcing the appointment of a person from outside to the post of Personnel Manager. Bear in mind the fact that some of the sectional heads having long experience in your company were aspirants for this post. (L4) CO1

OR

(b) Write a memo to the manager of your firm suggesting a change in the system of circulation of important information to the employees of your organization.

2.(a) At a meeting of the Staff Council of Acharaya Polytechnic, Bhopal, the following business was transacted: minutes of the last meeting, introduction of the tutorial system, special classes for weak students, better facilities for sports, organization of community lunch and entertainment, any other matter. Assuming that you are the Secretary of the Council, write the minutes of the meeting. Invent the necessary details. (L3)

**OR**

(b) A meeting of the Executive Committee of Swadeshi Cooperative Stores, Jaipur was held at 4 p.m. on 7 September 2014, at which the following business was transacted; Minutes of the last meeting, Treasurer's report, appointment of an additional accountant, raising of annual subscription, any other matter.

3.(a) Assume that you are going to conduct a campus interview at a reputed management institute for recruiting MBA Final Year student as management trainees in your company. Prepare a list of questions that you would ask them to assess their communication skills and to ascertain their personality traits. (L4) CO4

**OR**

(b) Internet is more of a bane than a boon – discuss. (L2) CO5

### SECTION – C

**III. Expand the following abbreviations 5x1=5 marks (L2)**

1. Messrs
2. oz.
3. ad.
4. Vol(s).
5. Ft.

**IV. Rewrite the following as instructed 5x1=5 marks. (L4)**

1. Write the Roman numerals for 40, 59, 90,200 and 900.
2. Include decimal points in a no integer figure 00257, 00003, and 00047.
3. Express fractions in words for the following  $\frac{1}{3}$ ,  $\frac{2}{3}$ ,  $\frac{1}{1000}$ .
4. Use commas to offset units 3312, 6700, 6932406, 47432311
5. Write any two compound numerals.