



**PARVATHANENI BRAHMAYYA
SIDDHARTHA COLLEGE OF ARTS & SCIENCE**
Autonomous
Siddhartha Nagar, Vijayawada-520010
Re-accredited at 'A+' by the NAAC

23ENLAL122: BUSINESS ENGLISH-II

Offered to: BCOM (TPP, FIN, BAN, BPM), BBA (G & ANA) B.Sc. (CSCS, DS, DA, AI)

Course Type: First Language Paper –II

Year of Introduction: 2023-24

Year of offering: 2023-2024

Semester: II

60 Hrs.

Credits: 3

COURSE OUT COMES:

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

COURSE OUTCOMES NO	OUT COME	MAPPING TO
CO1	Develop the skills of writing an effective sales letter by providing detailed guidance on how to arrest the potential buyer's attention and to induce in him an irresistible desire to buy the product	PO1
CO2	Acquaint the learner how credit is requested, how it is accepted and when it is rejected and also to make him aware of the procedure for collecting the credit	PO3
CO3	Describe the characteristic features of reports written in professional contexts and to impress upon the learner the need for acquiring the skill of report writing	PO5
CO4	Describe the various elements of the structure of a report and to provide detailed guidance on how to write them.	PO7
CO5	Acquaint the learner with some widely used words which appear to be similar but are semantically different and also help them to realize the importance of punctuation and understand the significance of capitalization in writing.	PO5

CO-PO MATRIX								
COURSE CODE	CO-PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
23ENLAL122	CO1	H						
	CO2			H				
	CO3					H		
	CO4							M
	CO5					M		

SYLLABUS

UNIT – I SALES AND CIRCULAR LETTERS

page no: 142 to 154

- Communication Core
- Writing a Sales Letter
- Circular Letters
- Review Questions
- Exercises

UNIT – II CREDIT AND COLLECTION LETTERS

page no: 163 to 171

- Communication Core
- Nature of a Credit Letter
- Types of Credit Letters
- Collection Procedure
- Distinctive Features of Business Letters
- Review Questions
- Exercises

UNIT – III BUSINESS AND TECHNICAL REPORTS

page no: 211 to 221

- Communication Core
- Characteristics
- Importance
- Types
- Routine Reports
- Review Questions
- Exercises

UNIT – IV STRUCTURE AND LAYOUT OF REPORTS

page no: 222 to 236

- Communication Core
- Elements of Structure
- Front Matter
- Main Body
- Back Matter
- Review Questions
- Exercises

UNIT – V PLANNING AND PREPARATION**page no: 237 to 243**

- Preparatory Steps
- Words Often Confused
- Punctuation and Capitalization
- Suffixes and Prefixes Reference: CSS-I, Orient Black Swan Page no:1-31
- Antonyms and Synonyms
- One word substitutes
- Question Tags Reference Praxis – I Page no:74-77

TEXT:

Sharma, R. C, & Mohan, Krishna. Business Correspondence and Report Writing: A Practical Approach to Business and Technical Communication. Fifth Edition, McGraw Hill Education Pvt. Ltd, Chennai, 2018 ISBN: 978-93-85965-05-0.

REFERENCE BOOKS:

1. Shirley, Taylor. Model Business Letters and other Business Documents, Fifth Edition, Financial Times Pitman Publishing, London. ISBN: 817-808-026-5.
2. English in Use: Communication and Soft Skills-I, Orient Black swan Private Limited 2016, Brilliant Printers Pvt. Ltd, Bangalore, ISBN: 978-93-86296-83-2



**PARVATHANENI BRAHMAYYA
SIDDHARTHA COLLEGE OF ARTS & SCIENCE**
Autonomous
Siddhartha Nagar, Vijayawada-520010
Re-accredited at 'A+' by the NAAC

**23ENLAL123: BUSINESS ENGLISH - II
SEMESTER-II**

**Max Marks: 70
Time: 3 hours**

SECTION – A

I. Answer the following questions.

2x5=10M

1. (a) “Every business letter, in principle, is a sales letter”. Discuss the qualities of the sales letter in the light of this statement. L2 CO1

Or

(b) What are the different ways of starting a sales letter? Illustrate your answer with examples. L2 CO1

2. (c) In what way does a collection letter differ in tone and style from a sales letter? L2 CO 1

Or

(d) Why buying and selling on credit has become a way of financial transactions in modern business? L1 CO1

SECTION – B

II. Answer the following questions.

2X10=20M

1. (a) As the Sales Officer of a company, write a letter to housewives to promote the sale of an electric milk boiler that it has recently manufactured. The boiler has a device which automatically cuts off the electricity supply after the milk has boiled. L2 CO2

Or

(b) As the Company Secretary of Sunshine Garments Private Limited, 53-A, Satpura Extension Lajpat Rai Road, New Delhi-110027. Write a circular letter to Branch Managers based in Chandigarh, Chennai, Hyderabad, Kanpur, Kolkata, Mumbai and Pune, asking them to send budget proposals 2023-24, latest by March 2023. Inform them that the budget for the next financial year would be discussed in the Board of Directors meeting to be held on 17th March, 2023. L2 CO3

2. (c) As a Credit Manager of the Modern Departmental Store, Vigyanpur, you have received a request from the Chief Warden of a local college for the supply of 250 kg of atta every month on credit basis. Inventing the necessary details write a granting credit letter. L4 CO4

Or

(d) The main branch of Navyug Commercial Bank, Hyderabad has not paid Rs 23,500 to the local Super Bazar for the supply of food materials to its canteen. The amount has been outstanding for the last three months. As the Credit Manager of the Super Bazar, write a collection letter to the Bank Manager. L4 CO4

SECTION – C

III. Answer the following questions.

2X5=10M

1. (a) Why has the importance of reports increased in our times? L2 CO1

Or

(b). Distinguish clearly between an informational and interpretive report. Is the latter different from a recommendatory report? L2 CO1

2. (c).What elements must appear in the structure of every report and why? L2 CO1

Or

(d). What is the difference between an abstract and a summary? In what circumstances should both be given in a report? L2 CO1

SECTION – D

IV. Answer the following questions

2X5=10M

1. (a) What are routine reports? How do they differ from other formal reports? L4 CO2

Or

(b).Assuming yourself to be the Senior Manager of Production in Stella Steel Manufacturing Company Limited, Amritpura, write the annual assessment report of Assistant Manager (Production) for 2023-24. Invent the necessary details. L4 CO2

2. (c) Write about the role of Cover and Frontispiece in the layout of the report. L4 CO3

Or

(d) Write about the preparatory steps while planning and preparing the report. L4 CO3

SECTION –E

20 Marks

V. A. Choose the correct words from the following pairs given in the brackets and fill up the blanks. L3 CO5

3X1=3M

1. The manager gladly ----- to my request. (accede, exceed)

2. I am not -----at photography. (adopt, adept)

3. Due to the ----- weather conditions, the aeroplane was diverted to another airport. (adverse, averse)

B. Rewrite the following sentences using the correct punctuation marks. L2 CO5 2X1=2M

1. John A Burgan observes people in technical fields need to express their ideas clearly

2. Hari has to perform dual function to handle correspondence with other branches organizations and the government and to maintain accounts

C. Write the correct synonyms of the following words: L2 CO5

3X1=3M

1. abundant

2. accomplish

3. advocate

D. Write the correct antonyms of the following words: L2 CO5 **2X1=2M**

1. active x
2. appreciate x

E. Write one word substitutes for the following: L2 CO5 **2X1=2M**

1. One who is present everywhere
2. One who settles in another country

F. Add the correct question tags for the following: L2 CO5 **3X1=3M**

1. Gopi broke the glass, -----
2. Mohan dosen't work hard, -----
3. Your sister cooks well, -----

G. Write the correct prefix of the following words:L2 CO5 **3X1=3M**

1. spell
2. happy
3. comfortable

H. Write the correct suffix of the following words:L2 CO5 **2X1=2M**

1. skill
2. separate
