

Reg. No.:



Name:

University of Kerala

W7305

First Semester FYUGP Degree Examination, December 2025

Ability Enhancement Courses

ENGLISH

UK1AECENG104 - Business Communication I

Academic Level: 100-199

2024 Admission onwards

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	Define scanning	RE	2
2	WHAT IS ACTIVE LISTENING?	RE	2
3	Comment on why some people refused to buy mike's water in <i>A Short Story About Wealth Creation</i> ?	UN	1
4	Suggest one tip to improve public speaking skills.	UN	2

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	Based on Aaron Hall's article, explain how metaphors help in simplifying business strategy.	UN	4
6	Explain about note making.	UN	2
7	How can one overcome the barriers to effective listening?	AP	3
8	When should one use branding tools?	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) Apply the elements of communication to analyse a real-life classroom communication scenario. OR B)	AP	1, 4

Qn No.	Question	CL	CO
	Apply the concept of barriers to listening to explain why customer service fails in many organisations		
10	A) Analyze "The Business Man" short story as a critique of Capitalism. OR B) Classify and compare the reading techniques of skimming, scanning, intensive reading, and extensive reading.	AN	4, 4
11	A) 10.a) Evaluate how the use of language affects the outcome of business negotiation. OR B) 10.b) Evaluate the effectiveness of branding tools in marketing campaigns for various businesses.	EV	2, 4
12	A) Prepare a business letter. OR B) Suggest some strategies to develop speaking skills.	CR	4, 4