



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**U.G. DEGREE EXAMINATION – GENERAL ENGLISH**

**FOURTH SEMESTER – APRIL 2016**

**EL 4051 - ENGLISH FOR COMMERCE**

Date: 16-04-2016  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**Section A**

**Define briefly any FOUR of the following.**

**(4 x 5 =20)**

1. Commerce Vs commercial
2. Trade Vs industrialization
3. Vendor Vs businessman
4. Business and economics
5. SMS in business

**Section B**

**Answer any Four of the following in about 200 words each.**

**(4 x 10 = 40)**

6. Differentiate between a business report and a news report.
7. What are the features of a formal letter?
8. Prepare an annual business report of a Chocolate company.
9. What are the advantages of a business email?
10. Explain any five terms in the field of commerce and trade and show their-relevance.

**Section C**

**Answer any TWO of the following in about 300 words each.**

**( 2 x 20 =40)**

11. Discuss the status of English in the field of Commerce and Trade.
12. Explain the quality and effect of English with reference to the advertisements  
Of all the products and industry ( ex. Good people to Grow with- IOB)
13. The merits and demerits of commerce-english through technology

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