



Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with A++ Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment- Test 2 April 2025
SEMESTER II

Class: PG

Time: 2 hours

Max. Marks: 60

Paper Code & Title: 23MENI01 & English for Academic and Professional Purposes

Course Outcome

1. Get exposure to different kinds of academic and professional writing in English
2. Become aware of typical conventions in the reading and writing of academic and professional texts
3. Develop reading and writing ability to produce academic texts like concept and position papers
4. Acquire knowledge of where to find suitable sources for academic writing and know how to reference them duly.
5. Apply knowledge of appropriate reading and writing strategies to produce academic texts

Part – A

6x1=6

1. Which of the following best describes the tone of a formal report?
a. Objective and structured b. Casual and conversational c. Humorous and engaging
d. Persuasive and emotional **CO3K1**
2. In professional email communication, which closing is most appropriate?
a. Cheers b. Best regards c. See ya d. Take care **CO3K1**
3. ___ document type typically follows a predefined structure with headings and sections.
a. Email b. Memo c. Business report d. Personal letter **CO4K1**
4. The introduction of a presentation should include ____.
a. purpose and scope b. detailed analysis c. extensive background d. multiple examples **CO5K1**
5. Synthesising material means ____.
a. integrating and summarising b. listing facts only c. copying information directly d. avoiding multiple sources **CO5K1**
6. TED in popular lectures refers to ____.
a. Technology, Entertainment, Design b. Technical Educational Discourse c. Theoretical Explanation and Delivery d. Training, Engagement, Development **CO5K1**

Part B

3x6 = 18

(Internal Choice)

Answer should not exceed 400 words

7. a. Define the term "memo" in business communication. **CO3K2**
(Or)
7. b. Identify (CC) in email communication. **CO3K2**
8. a. Define the term "executive summary" in a business report. **CO4K2**
(Or)
8. b. Provide two polite expressions used to disagree in a group discussion. **CO4K3**
9. a. Identify two techniques used to engage the audience in a popular lecture. **CO5K3**
(Or)
9. b. List three active listening techniques used during a presentation. **CO5K4**

Part C

3x12 = 36

(Internal Choice)

Answer should not exceed 800 words

- 10a. List six key differences between formal and informal emails. **CO3K4**
(Or)
- 10b. Draft a formal email to a client, informing them about a rescheduled business meeting and requesting their availability. **CO3K6**

