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Unit 5 - Week 4

Course outline

How to access the portal

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Week 4

- Writing (Emails and Memos)
- Writing (Official letters & Presentation scripts)
- Writing (Different business writing genres)
- Writing (Business writing and vocabulary for specific situations)
- Quiz : Assignment 4
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Assignment 4

The due date for submitting this assignment has passed. **Due on 2018-03-07, 23:59 IST**
As per our records you have not submitted this assignment.

1) Look at the following sentence, which is to be included in an official business article: 'Hey Y'all! My company is the best'. The tone of the letter is informal because of the phrase 'Hey Y'all'. Hence it is to be corrected to something more appropriate. Similarly, read through the following email, analyse the following underlined sentence and correct it. 1 point

To: abc@yu.in
From: xyz@tt.in
Subject : Regarding the success of our latest online digital wallet

Dear Sir,

I write this e-mail to you to congratulate your company and all your employees on the success of your latest online digital wallet ABC Purse. As your well-wisher, I can assure you wholeheartedly that it has revolutionised the digital payment sector, taking the market by a storm.

As somebody who follows the trajectory of your company closely, I will interview the team behind this idea immediately. With the recent proliferation in digital payment technologies, your efforts stand out as innovative and practical. Several people stand to gain and be inspired through your story.

Do let me know a comfortable date and time for the interview.

- The sentence is grammatically wrong. A better alternative would be 'As somebody who follows the trajectory of your company closely, I would like to interview the team behind this idea immediately'.
- The sentence is not polite enough. A better alternative would be 'I would like to know whether it is possible for me to interview the team behind this idea'.
- The sentence would have made more sense had it come right before the previous sentence 'do let me know a comfortable date and time for the interview'.
- All of the above.

No, the answer is incorrect.

Score: 0

Accepted Answers:

All of the above.

2) The following sentence is to be included in a memorandum. Choose the more appropriate version from the options given below. 1 point

"Everyone send their messages to the CEO through the Human Resources Department please from today".

- Effective today, all messages to the CEO are requested to be routed through the Human Resources Department.
- From today, everyone send their CEO messages through the Human Resources Department please.
- Everyone please send their messages to the CEO through the Human Resources Department.
- None of the above.

No, the answer is incorrect.

Score: 0

Accepted Answers:

Effective today, all messages to the CEO are requested to be routed through the Human Resource Department.

3) ABC wants to write a presentation script but is unsure of how to write an opening sentence. **1 point**
Here is the sentence that ABC wrote: 'Today is a good and beautiful day, just like the presentation that I am going to make in front of you all today. It is going to be about e-commerce clothing and designing'. From the options given below, choose the sentence that would be an apt alternative for the one ABC wrote:

- Boys and Girls, Ladies and Gentlemen, let's look through my presentation on e-commerce clothing and designing. I am assured you it would be good and beautiful.
- Good Evening everyone! I am ABC and I am going to brief you on the topic e-commerce clothing and designing.
- Howdy CEOs assembled in this grand room! This is my presentation on e-commerce clothing and designing.
- None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

Good Evening everyone! I am ABC and I am going to brief you on the topic e-commerce clothing and designing.

4) Answer 'True' or 'False': Business emails are formal and hence are to be structured carefully **1 point** into an opening paragraph (introduction), a main body and a conclusion.

- True
- False

No, the answer is incorrect.

Score: 0

Accepted Answers:

True

5) Answer 'True' or 'False': When writing an official report, rather than making it crisp, one should include all the details one could possibly can. **1 point**

- True
- False

No, the answer is incorrect.

Score: 0

Accepted Answers:

False

6) Answer 'True' or 'False': The title of your report carries the following information: i) date of submission, ii) name of the author, iii) organisation details, iv) personal recommendations and suggestions. **1 point**

- True
- False

No, the answer is incorrect.

Score: 0

Accepted Answers:

False

7) Choose the purpose and tone that need to be adopted for the scenario given below: **1 point**

You have invited proposals from manufacturing companies to undertake the production of the new product the company is launching. You need to write a letter to the companies reminding them about their deadline to send in applications.

- The purpose of the letter is to inform the companies about manufacturing new products. The tone of the letter needs to be informal and friendly.
- The purpose of the letter is to remind manufacturing companies to submit their production proposals. The tone of the letter needs to be friendly but formal.
- The purpose of the letter is to remind the companies about a new aggressive expansionist strategy that your company is planning. The tone of the letter needs to be rude and unfriendly.
- None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

The purpose of the letter is to remind manufacturing companies to submit their production proposals. The tone of the letter needs to be friendly but formal.

8) The final conclusion of your report contains an _____ of your findings , along with _____ for further action. **1 point**

- Interpretation, recommendations
- Signature, number
- Email-ID, report
- None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

Interpretation, recommendations

9) To write a good business article, you have to avoid _____ and _____ forms. **1 point**

- Full stops and paragraph
- Paragraphs and sentence forms
- Jargon and colloquial
- None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

Jargon and colloquial

10) Choose the appropriate phrase to use in a formal context **1 point**

- I'm sorry but ..
- We regret to inform you that ..
- Hey, it's okay but
- None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

We regret to inform you that ..

11) Choose the appropriate phrase to use in a formal context **1 point**

- We have pleasure in announcing that..

- Haha! It's my pleasure to say...
- All of the above
- None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

We have pleasure in announcing that..

12 Choose the correct option to make a presentation script from the passage given below. 1 p

Money laundering is a term used to define a process of disguising proceeds and profits of crime and making them appear legal. It allows criminals to convert illegitimate funds to seemingly legitimate funds. A major chunk of this income is derived from the sales of narcotics. There are majorly three steps in the process - placement, layering and integration.

- Money laundering is evil and needs to be stopped so as to curb the sale of narcotics.
- Money laundering refers to the process of converting illegitimate money to seemingly legitimate money. A huge portion of illegitimate money is obtained through the sale of narcotics.
- Money Laundering is bad. Say no to it right now!
- None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

Money laundering refers to the process of converting illegitimate money to seemingly legitimate money. A huge portion of illegitimate money is obtained through the sale of narcotics.

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