

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
**(For candidates admitted during the academic year 2018– 2019)**  
**COURSE CODE: 18CE/ME/AB55**

**B.A. DEGREE: ENGLISH AND COMMUNICATION SKILLS**  
**END SEMESTER EXAMINATION, APRIL 2021**  
**SIXTH SEMESTER**

**COURSE: MAJOR ELECTIVE**  
**PAPER: ADVANCED BUSINESS WRITING**

**TIME: 1 ½ HOURS**  
**MAX. MARKS: 50**

**SECTION A**

**I. Answer any two of the following. (2x15=30)**

1. You are a young entrepreneur who wishes to start a new store selling fashion accessories and stationery items. Write a letter to your bank requesting a loan of Rs. 2,50,000. Assure them of prompt repayment.
2. Draft a notice informing the employees of your firm about the salient features of the medical reimbursement scheme adopted by the Board of Directors.
3. You are the HR Manager of Carlton Pvt Ltd. Write a memo to all the members of your organisation informing them that, in a bid to increase employee productivity and efficiency, social networking sites will be blocked during working hours with effect from 1 May 2021.
4. Draft a job application letter for the given advertisement:

**We are Hiring!**

Wanted fresh graduates for the post of Customer Relationship Officer with expertise in the field of communication for a leading enterprise.

Interested candidates can apply within a week giving particulars of qualification and salary expectations to

The General Manager,  
Global Networks, 25,  
Ashok Nagar, Chennai-47.

## SECTION B

**II. Answer any one of the following.**

**(1x20=20)**

5. Imagine that you are the Sales Manager of a mobile phone company and you are requested by the management to give a report about the sales and business profits along with suggestions to improve sales of the products. Draft a sales report.
6. Hindustan Pvt. Ltd. manufactures laptops and computer peripherals. As the Senior Production Control Manager of the company draft a production report for the first quarter of the financial year.