



SHRIMATI INDIRA GANDHI COLLEGE

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TIRUCHIRAPPALLI – 620 002.

Department of English

Instructional Material

PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT- II

22PELCM1

Department of English

Instructional Material

COURSE: II BBA, II BA, II B.COM, II B.Sc, II B.COM BM

Semester: III

**Subject : PROFESSIONAL ENGLISH FOR COMMERCE
AND MANAGEMENT - I**

SECTION A

1. What is meant by the term 'acquisition'?

→ Purchase or takeover of a company or asset.

2. What does the term 'agenda' refer to in business?

→ A list of items to be discussed in a meeting.

3. Define the term 'brand'.

→ A unique identity of a product or company.

4. What is a 'commodity'?

→ A basic good used in commerce (e.g., oil, gold).

5. What does 'deadline' mean?

→ The latest time by which something must be completed.

6. Define 'logistics'.

→ The management of the flow of goods and services.

7. What is the meaning of 'merger'?

→ The combination of two companies into one.

8. What does the verb 'advertise' mean?

→ To promote a product or service to the public.

9. What is meant by 'delegate'?

→ To assign responsibility or tasks to others.

10. What is 'invoice'?

→ A document listing items sold and the amount due.

11. What does the verb 'invest' mean?

→ To put money into something for profit.

12. Define 'negotiate'.

→ To discuss in order to reach an agreement.

13. What is a 'refund'?

→ Money returned to a customer.

14. What does the adjective 'profitable' mean?

→ Producing financial gain.

15. What is meant by 'competitive'?

→ Relating to or characterized by rivalry.

16. Define the term 'solvent'.

→ Able to pay all debts.

17. What does 'economic' mean?

→ Relating to the economy or financial matters.

18. What is meant by 'productive'?

→ Efficient in producing goods or results.

19. What does 'volatility' in the market refer to?

→ Unpredictable and rapid changes in market prices.

20. What is meant by 'output'?

→ The amount of goods or services produced.

SECTION B

1. Define 'merger' and give one example.

→ A merger is the combination of two companies into one. For example, the merger between Vodafone and Idea created a single telecom entity in India.

2. What is the purpose of a business agenda?

→ An agenda outlines the topics to be discussed in a meeting. It helps in time management and ensures all key points are covered.

3. Differentiate between 'invoice' and 'receipt'.

→ An invoice requests payment for goods or services. A receipt confirms that payment has been made.

4. Explain the meaning of 'logistics' in a business context.

→ Logistics involves planning and controlling the efficient movement of goods, services, and information from origin to destination.

5. What is meant by a 'target' market?

→ A specific group of consumers a company aims to serve with its products or services.

6. What is meant by 'investment'?

→ Investment refers to allocating money into assets or businesses with the expectation of earning profit in the future.

7. What does the adjective 'strategic' imply in business?

→ It refers to actions or decisions designed to achieve long-term goals and competitive advantage.

8. Define 'delegate' and give an example.

→ To delegate means assigning tasks to subordinates. Example: A manager delegates report writing to an assistant.

9. What is 'stock' in economics?

→ Stock refers to the ownership share in a company or the goods available for sale.

10. What is meant by 'brand loyalty'?

→ A consumer's consistent preference for one brand over others due to trust or satisfaction.

SECTION C

1. List and explain any five common business nouns with examples.

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Acquisition: Buying another company (e.g., Facebook acquiring Instagram)

Merger: Two companies joining to form one

Inventory: Goods available for sale or use

Deadline: Final date to complete a task

Agenda: A list of items to be discussed in meetings

2. Write short notes on any five verbs used in business.

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Advertise: Promoting products via media

Negotiate: Discussing terms before reaching an agreement

Recruit: Hiring employees

Distribute: Supplying goods to sellers

Respond: Reacting to inquiries or situations

3. Differentiate between 'brand', 'product', and 'service'.

→

A brand is the identity of a business (e.g., Nike).

A product is a tangible item sold (e.g., shoes).

A service is an intangible offering (e.g., cleaning service).

4. Describe the use of adjectives in business writing with examples.

→ Adjectives like "affordable", "efficient", and "strategic" describe qualities of products or processes. Example: "An affordable solution" appeals to budget-conscious buyers. These words add clarity and professionalism to business communication.

5. What is the significance of maintaining an agenda in meetings?

→ Agendas ensure focus, proper time allocation, and effective decision-making. They provide structure and help attendees prepare in advance, improving the overall productivity of business meetings.

6. What is the difference between 'allocate', 'delegate', and 'distribute'?

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Allocate: Assign resources or funds

Delegate: Assign responsibility

Distribute: Deliver goods or items

7. Explain any five business adjectives and their role in marketing.

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Affordable: Appeals to budget buyers

Competitive: Shows edge over rivals

Profitable: Attracts investors

Efficient: Ensures quality and speed

Strategic: Suggests long-term success

8. Discuss how business verbs help in writing formal documents.

→ Business verbs like calculate, report, and manage bring clarity and action. They help in drafting reports, plans, and emails that are professional and goal-oriented.

9. What is the use of the term 'output' in business performance?

→ Output reflects productivity. It measures the goods or services produced over a period and helps assess efficiency and profitability.

10. Explain 'logistics' and its importance in supply chain management.

→ Logistics includes procurement, transportation, warehousing, and delivery. It ensures timely supply and cost-efficiency, which is vital for meeting customer demands.

SECTION D

1. Discuss the importance of business vocabulary in professional communication.

→ A strong business vocabulary ensures clarity, precision, and professionalism in communication. It helps express ideas effectively, from negotiations to presentations and emails. Words like "delegate," "invoice," or "strategic" convey specific meanings in a business

context. It aids in decision-making, marketing, reporting, and improves collaboration. Business vocabulary is essential for anyone working in commerce or management to convey thoughts efficiently and impressively.

2. Describe different types of business nouns and their usage.

→ Business nouns categorize actions (expansion), people (founder), items (goods), and strategies (agenda). For example, "deadline" relates to time management, while "inventory" refers to stock levels. Using precise nouns helps in goal-setting, planning, and coordination, improving communication within and outside the organization.

3. Explain the difference between business verbs, nouns, and adjectives with examples.

→

Nouns: Define objects/ideas (e.g., stock, acquisition)

Verbs: Show action (e.g., negotiate, advertise)

Adjectives: Describe qualities (e.g., profitable, strategic)

These parts of speech function together in communication: "We advertise a new affordable product to increase sales."

4. Elaborate on how business vocabulary enhances team communication.

→ Clear vocabulary reduces misunderstandings and boosts coordination. For instance, terms like "allocate resources" or "delegate tasks" help structure work effectively. Using shared terminology fosters trust and enables quick, precise responses, which are essential in competitive business environments.

5. Explain the role of adjectives in advertising and promotion.

→ Adjectives like "innovative", "affordable", "luxury", and "durable" are key in shaping a product's appeal. They influence consumer perception and buying decisions. For example, describing a phone as "affordable and efficient" can attract budget-conscious customers.

6. Write an essay on the role of listening and vocabulary in business success.

→ Effective listening ensures understanding, while a rich vocabulary allows one to respond accurately. In meetings, negotiations, or client interactions, listening and using appropriate terms ensures clarity, builds rapport, and enhances credibility.

7. Evaluate how professional vocabulary supports marketing and branding.

→ Professional vocabulary enables marketers to position products effectively. Words like "premium", "targeted", or "strategic" define brand tone. Consistent use of such terms across platforms strengthens brand identity and customer trust.

8. How can a manager use business verbs and adjectives in leadership?

→ A manager uses verbs like "delegate", "report", and "streamline" to drive action. Adjectives like "productive" or "strategic" set the tone. Language guides team focus, motivation, and sets clear expectations.

9. Discuss the integration of logistics and vocabulary in business documentation.

→ Logistics-related terms like "supply", "deliver", "stock", and "streamline" are vital in reports, memos, and inventory systems. Accurate vocabulary supports efficient documentation, reducing errors and delays in business operations.

10. Analyze how vocabulary mastery affects job interviews and promotions.

Using appropriate business vocabulary shows confidence, clarity, and professionalism in interviews. It demonstrates industry awareness and communication skills, which are key factors in hiring and promotions.