



St. Michael's College, Cherthala

Alappuzha, Kerala-688 539

Affiliated to University of Kerala

and Re-accredited by NAAC with 'A' Grade



ADD ON COURSE 2019-20

Name of the Programme : BUSINESS BENCHMARK

Name of the Department : ENGLISH

Course Code : EN 224



St. Michael's College

MAYITHARA P.O., CHERTHALA, ALAPPUZHA-688539

An institution with Minority Status Affiliated to the University of Kerala and
Re-accredited by NAAC with 'A' Grade

Add on Course - 2019-20

COMMERCE

Basic Corporate
Accountant
Program

MATHEMATICS

Introduction to
Mathematical
thinking

SOFTWARE DEVELOPMENT

Basics of AI

PHYSICS

Robotics

ENGLISH

Business
Benchmark

ENGLISH

Certificate Course

Remedial
Grammar and
Public
Speaking

TOURISM STUDIES

Customer
Service
Management

CHEMISTRY

Green Chemistry
and Environmental
Sustainability



Phone : 0478-2822387, 2810387

Email : michaelscherthala@gmail.com, Web : www.stmc.ac.in

NAME OF COURSE : Business Benchmark

COURSE CODE : EN 224

NO OF STUDENTS ENROLLED : 56

CONTENTS

- **SYLLABUS**
- **CLASS SCHEDULES**
- **ATTENDANCE STATEMENT**
- **QUESTION PAPER**
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- **CERTIFICATE**
- **REPORT**

Add on Course on Business Bench Mark

No. of Credits: 2

No. of Instructional Hours 2 [Total 30]

Aim : To excel in communicative capabilities in Employment Sector

Objectives

1. Help the students overcome their inhibitions about speaking in English about their day-to-day life and learning experiences within and outside college
2. Develop them into clear, unpretentious and effective communicators, both in speech and in writing
3. Give them the rudiments of grammar, with an emphasis on the correct usage of the language in various business environment

Course Outcome

CO 1: Learners majoring in some subject other than English will have a working knowledge of the type of English that is required in real life situations, especially in the globalized workplace.

CO 2: Well trained to write clear, well-framed, polite but concise formal letters and e-mails for a variety of purposes

CO 3: Acquire some of the soft-skills that go hand in hand with English namely, the ability to prepare for an interview and face it confidently, the ability to participate boldly in a group discussion and contribute meaningfully to it, the ability to organize business groups and refine their entrepreneurial skills

Module I : Digital Media & Online communication (6 Hours)

Familiarizing Computer Terms-Items in a website address -Drafting & Sending email-Language used in letters and email-Describing a job - Preparing for an interview with a career advisor – Writing your CV & Application Procedures

Module-II Production & Selling (8 hours)

Conversation with colleagues & Suppliers – Planning a sales event - Distribution and delivery – Selling your product abroad- Writing a promotional letter- Advertising and marketing - Language to describe cause & effect

Module-III : Team work (8 Hours)

Vocabulary for air travel – Conferences & GD – Feedback on Conferences - Working with new people in new environment – A letter responding to an invitation -Thinking globally,

Module IV : Employee Productivity (8 Hours)

Describing Application Procedures – A Business Report - Employment Vocabulary – Discussing qualities needed in candidates for a job vacancy

Add-On Cell**St.Michael's College, Cherthala****Class Schedule (2019-20)****Dept: English****Course: Business Benchmark**

Sl No	Date	Time	Name of Teacher	Class Room No
1	6/22/2019	3.30 - 4.30	Fr. Titus Augustine	B30
2	6/24/2019	3.30 - 4.30	Fr. Titus Augustine	B30
3	6/26/2019	3.30 - 4.30	Fr. Titus Augustine	B30
4	7/5/2019	3.30 - 4.30	Fr. Titus Augustine	B30
5	7/8/2019	3.30 - 4.30	Fr. Titus Augustine	B30
6	7/10/2019	3.30 - 4.30	Fr. Titus Augustine	B30
7	7/12/2019	3.30 - 4.30	Fr. Titus Augustine	B30
8	6/30/2019	3.30 - 4.30	Fr. Titus Augustine	B30
9	7/1/2019	3.30 - 4.30	Fr. Titus Augustine	B30
10	7/2/2019	3.30 - 4.30	Fr. Titus Augustine	B30
11	7/3/2019	3.30 - 4.30	Fr. Titus Augustine	B30
12	7/4/2019	3.30 - 4.30	Fr. Titus Augustine	B30
13	7/5/2019	3.30 - 4.30	Fr. Titus Augustine	B30
14	7/6/2019	3.30 - 4.30	Fr. Titus Augustine	B30
15	7/7/2019	3.30 - 4.30	Fr. Titus Augustine	B30
16	7/8/2019	3.30 - 4.30	Fr. Titus Augustine	B30
17	7/9/2019	3.30 - 4.30	Fr. Titus Augustine	B30
18	7/10/2019	3.30 - 4.30	Fr. Titus Augustine	B30
19	7/19/2019	3.30 - 4.30	Fr. Titus Augustine	B30
20	7/22/2019	3.30 - 4.30	Fr. Titus Augustine	B30
21	7/30/2019	3.30 - 4.30	Fr. Titus Augustine	B30
22	8/4/2019	3.30 - 4.30	Fr. Titus Augustine	B30
23	8/12/2019	3.30 - 4.30	Fr. Titus Augustine	B30
24	8/25/2019	3.30 - 4.30	Fr. Titus Augustine	B30
25	9/2/2019	3.30 - 4.30	Fr. Titus Augustine	B30
26	9/30/2019	3.30 - 4.30	Fr. Titus Augustine	B30
27	10/12/2019	3.30 - 4.30	Fr. Titus Augustine	B30

28	10/16/2019	3.30 - 4.30	Fr. Titus Augustine	B30
29	10/19/2019	3.30 - 4.30	Fr. Titus Augustine	B30
30	10/22/2019	3.30 - 4.30	Fr. Titus Augustine	B30
31	10/29/2019	3.30 - 4.30	Fr. Titus Augustine	B30
32	11/5/2019	3.30 - 4.30	Fr. Titus Augustine	B30
33	11/8/2019	3.30 - 4.30	Fr. Titus Augustine	B30
34	11/11/2019	3.30 - 4.30	Fr. Titus Augustine	B30
35	11/15/2019	3.30 - 4.30	Fr. Titus Augustine	B30
36	11/28/2019	3.30 - 4.30	Fr. Titus Augustine	B30
37	12/3/2019	3.30 - 4.30	Fr. Titus Augustine	B30
38	12/10/2019	3.30 - 4.30	Fr. Titus Augustine	B30
39	12/15/2019	3.30 - 4.30	Fr. Titus Augustine	B30
40	12/18/2019	3.30 - 4.30	Fr. Titus Augustine	B30

ADD-ON CELL

St. Michael's College, Cherthala

Add-on Course: Business Benchmark- Consolidated Attendance Statement

Candidate Code	Name of Candidate		
		% of Attendance	Attained Required Attendance
13017136001	ANASWARA SUBHAGAN	78	YES
13017136002	ASRAYA P E	91.00	YES
13017136003	DEVIKA C S	75.00	YES
13017136004	EBIN A M	75.00	YES
13017136005	HAMIL JOSE	93.00	YES
13017136006	JAYAMOL M P	75.00	YES
13017136007	JEEBA JACOB	75.00	YES
13017136008	JOHN BOSCO P A	97.00	YES
13017136009	KESIYA V.F	75.00	YES
13017136010	MERLIN CLEETUS P	75.00	YES
13017136011	NAVIYA K S	85.00	YES
13017136012	PARVATHI KRISHNAN	87.00	YES
13017136013	PRAJIDEV P P	75.00	YES
13017136014	PRANAV N P	78.00	YES
13017136015	STENCY STEPHEN	83.00	YES
13017136016	SUREJ P SURESH	79.00	YES
13017136017	AASEENA K R	81.00	YES
13017136018	ABHIRAMI ALLEN	89.00	YES
13017136019	ABIJIT G S	75.00	YES
13017136020	AJAY FRANCIS RONALD	78.00	YES
13017136021	AKSHAY ASOK	83.00	YES
13017136022	AMAL JOHN T	79.00	YES
13017136023	AMALA K C	81.00	YES
13017136024	ANAKHA	89.00	YES
13017136025	ANIL A P	75.00	YES
13017136026	ANJANA STALIN	85.00	YES
13017136027	ARYA RAJ R	86.00	YES
13017136028	AVINASH K R	90.00	YES
13017136029	BETCY VARGHESE	75.00	YES
13017136030	CHRISTIN JOY	93.00	YES
13017136031	DEVIVANDANA P B	81.00	YES
13017136032	FAIZAL P F	90.00	YES
13017136033	GODWIN P B	75.00	YES
13017136034	GURUPRAKASH V	93.00	YES

13017136035	HARI JOSE.J	81.00	YES
13017136036	JITHIN BRIGHTMON K B	77.00	YES
13017136037	KAVYA PRASAD	85.00	YES
13017136038	LAKSHMI JAYAMOHAN	96.00	YES
13017136039	LAKSHMI RAM	75.00	YES
13017136040	MANCILA MANIYAN	77.00	YES
13017136041	MARIYA GRACE A A	78.00	YES
13017136042	MARTIN BIJU	81.00	YES
13017136043	MARY ALPHONSA V A	75.00	YES
13017136044	MARYJANAT KJ	75.00	YES
13017136045	NANDU P	84.00	YES
13017136046	NITHA ANTONY	89.00	YES
13017136047	PRAJITH PRASANNAN	92.00	YES
13017136048	RASNAMOL P	90.00	YES
13017136049	REMYAKRISHNAN R	91.00	YES
13017136050	SANGEETHA SREENI	90.00	YES
13017136051	SEETHAL BRITTO	96.00	YES
13017136052	SHAHANA N	75.00	YES
13017136053	SHAROON SEBASTIAN	77.00	YES
13017136054	SREELAKSHMI M	78.00	YES
13017136055	VINILA JOSEPH	81.00	YES
13017136056	MINU LIZY KURIAN	75.00	YES

St. Michael's College, Cherthala
Add-On Course – 2019-'20
Core Department: English
Course Title: Business Benchmark
February 2020

Total Marks: 30 Time: 1 Hour **Answer all questions. Each question carries 1**

mark.

1. The term used for the process of exchanging information and ideas, verbally or in writing, between individuals or groups within an organization is:

a) Communication b) Negotiation c) Transaction d) Collaboration **2. In business,**

the acronym "CEO" stands for:

a) Chief Executive Officer b) Chief Financial Officer c) Chief Operations Officer d) Chief Marketing Officer

3. What does the term "SWOT" stand for in business analysis?

a) Strengths, Weaknesses, Opportunities, Threats
b) Sales, Work, Operations, Tactics
c) Strategies, Wins, Objectives, Targets
d) Structure, Workflow, Optimization, Teamwork

4. When a company sells goods or services to another country, it is engaged

in: a) Import b) Export c) Domestic trade d) Local sourcing

5. The financial statement that shows a company's revenues and expenses over a specific period is called:

a) Balance Sheet b) Income Statement c) Cash Flow Statement d) Statement of Retained Earnings

6. The term "B2B" in business refers to:

a) Business to Consumer b) Business to Business c) Buyer to Buyer d) Base to Base

7. Choose the correct sentence that follows proper email etiquette:

- a) Hi, I wanted to ask you something. Can you help me?
- b) Dear Sir, I need your assistance with a matter.
- c) Hey! I need your help ASAP!
- d) What's up? I need help.

8. Which of the following is an appropriate subject line for a business email? a)

"Meeting" b) "Important: Budget Discussion on Tuesday" c) "Hello" d) "Quick Question"

9. Identify the correct sentence for a formal business report:

- a) "I think the sales team is doing well." b) "The sales team demonstrated a commendable performance." c) "Sales are good; no issues to report." d) "The sales team needs improvement."

10. In a business letter, what is the appropriate way to address an unknown

recipient? a) Dear Mr. Smith b) To whom it may concern c) Hello d) Attention: Manager

11. Which of the following sentences is an example of passive voice?

- a) The team completed the project ahead of schedule.
- b) The project was completed by the team ahead of schedule.
- c) Ahead of schedule, the project was completed by the team.
- d) Completing the project ahead of schedule was the team.

12. Choose the correct sentence with proper punctuation:

- a) The meeting is scheduled for Friday at 3 PM, don't be late.
- b) The meeting is scheduled for Friday, at 3 PM don't be late.
- c) The meeting is scheduled for Friday at 3 PM; don't be late.
- d) The meeting is scheduled for Friday at 3 PM, dont be late.

13. Which of the following sentences is grammatically correct?

- a) Each of the team members has submitted their report.
- b) Each of the team members have submitted their reports.
- c) Each of the team members have submitted his or her report.
- d) Each of the team members has submitted his report.

14. Choose the correct sentence that demonstrates proper use of verb

tense: a) Yesterday, we will discuss the budget proposal.

- b) Tomorrow, we discuss the budget proposal.
- c) Yesterday, we discussed the budget proposal.
- d) Tomorrow, we are discussing the budget proposal.

15. Identify the sentence with the correct use of articles:

- a) She is a expert in business strategy.
- b) She is an expert in business strategy.
- c) She is the expert in business strategy.
- d) She is expert in business strategy.

16. What is the purpose of a "memo" in business communication?

- a) To express personal opinions
- b) To communicate formal policies
- c) To request time off
- d) To share personal updates

17. Which of the following is an example of non-verbal communication in a business setting?

- a) Email
- b) Facial expressions
- c) Phone call
- d) Presentation

18. Choose the correct statement about effective business presentations:

- a) Use as much technical jargon as possible to showcase expertise.
- b) Avoid visual aids to keep the audience focused on the speaker.
- c) Tailor the presentation to the needs and interests of the audience.
- d) Speak quickly to cover more content in a short amount of time.

19. In a business meeting, what does the term "agenda" refer to?

- a) A list of attendees
- b) The minutes of the previous meeting
- c) A schedule of topics to be discussed
- d) The meeting venue

20. Which of the following is an example of an appropriate use of social media in a business context?

- a) Sharing personal vacation photos
- b) Posting negative comments about competitors
- c) Promoting company achievements and events
- d) Engaging in political discussions

21. What does the term "conflict of interest" mean in a business context?

- a) A disagreement between employees
- b) A situation where personal interests may interfere with professional duties
- c) A competitive business environment
- d) A formal negotiation process

22. Identify the correct statement about business ethics:

- a) Ethics is only relevant in personal life, not in business.
- b) Ethical behavior is optional in the business world.

c) Business ethics involves making morally right decisions in a professional context. d) Ethical considerations are only important for top-level executives.

23. When attending a business dinner, it is proper etiquette to:

- a) Begin eating as soon as your food arrives.
- b) Wait for the host or senior person to start eating before you begin.
- c) Use your phone throughout the meal for work-related matters.
- d) Leave the table as soon as you finish eating.

24. What does the expression "cutting corners" mean in a business context?

- a) Reducing costs by taking shortcuts
- b) Eliminating unnecessary tasks
- c) Making quick decisions
- d) Expanding business operations

25. If someone "hits the nail on the head" during a business meeting, it means they:

- a) Are being too critical
- b) Have successfully solved a problem
- c) Are avoiding the main point
- d) Are being overly detailed

26. What does the phrase "get the ball rolling" mean in a business setting?

- a) To start a project or activity
- b) To delay a decision
- c) To cancel a meeting
- d) To conclude negotiations

27. When a project is "in the pipeline," it means:

- a) The project is completed.
- b) The project is underway or in progress.
- c) The project is delayed.
- d) The project is cancelled.

28. If someone "throws in the towel" in a business context, it means:

- a) They are giving up or admitting defeat.
- b) They are offering assistance.
- c) They are accepting a challenge.
- d) They are taking a break.

29. What is the primary purpose of an executive summary in a business report?

- a) To provide a detailed analysis of findings.
- b) To present a concise overview of the report's key points.
- c) To include supplementary information.

d) To offer personal opinions on the report's content.

30. In a multicultural business environment, what does it mean to be "culturally sensitive"?

- a) Ignoring cultural differences to maintain a uniform workplace.
- b) Acknowledging and respecting cultural variations to promote effective communication.
- c) Favoring employees from a specific cultural background.
- d) Avoiding any form of communication with colleagues from different cultures.

Add-On Cell**St.Michael's College, Cherthala****Mark List****Discipline : English****Course Title : Business Benchmark****Date of Examination : 19/02/2020****Maximum Marks: 30**

Sl No	Candidate Code	Name of the Student	Mark Obtained
1	13017136001	ANASWARA SUBHAGAN	18
2	13017136002	ASRAYA P E	20
3	13017136003	DEVIKA C S	15
4	13017136004	EBIN A M	15
5	13017136005	HAMIL JOSE	21
6	13017136006	JAYAMOL M P	28
7	13017136007	JEEBA JACOB	18
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11	13017136011	NAVIYA K S	14
12	13017136012	PARVATHI KRISHNAN	26
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25	13017136025	ANIL A P	23
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28	13017136028	AVINASH K R	15
29	13017136029	BETCY VARGHESE	15
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55	13017136054	SREELAKSHMI M	27
56	13017136055	VINILA JOSEPH	14
57	13017136056	MINU LIZY KURIAN	26



ST. MICHAEL'S COLLEGE

CHERTHALA, ALAPPUZHA - 688 539

(Affiliated to University of Kerala and Re-accredited by NAAC with 'A' Grade)

ADD-ON COURSE CERTIFICATE

This is to certify that **Miss. DEVIKA C S (13017136003)**

B.A English 2017 Admission*has completed*

Certificate/Add-on course in **Business Benchmark (EN 224)**

..... *offered by the Department of*

English during the academic year 2019-2020. He/She is awarded with**A**..... *Grade.*

**Head of the
Department**

**Course
Coordinator**

Principal

Department of English

Add on Course 2019-20

Business Benchmark

Summary Report

The Department of English, St.Michael's College conducted the Add-on Course 'Business Benchmark' for the final year students (2017 Admission), using the text on Business English, published by Cambridge University Press. Forty students participated in the programme. The class was conducted from 8.30 am to 9.30 am on Wednesdays and Fridays for six months between June and December 2019, and the major portions prescribed in the textbook were covered and revised within the stipulated time frame. We have maintained regular attendance register and we conducted a test paper at the end of the course. More than half of the students in the batch attended the test and qualified themselves in the exam.

Assessment

- Test Paper: A comprehensive test paper was conducted at the end of the course to evaluate the students' understanding and application of the concepts learned.
- Participation in Test: More than half of the students in the batch attended the test, showcasing their commitment to the course.
- Qualification: A significant number of students who attended the test qualified themselves, demonstrating a satisfactory level of comprehension and application of Business English concepts.

Achievements:

- Successful Completion: The course achieved its goal of providing students with a solid foundation in Business English within the allocated time frame.
- Engagement: Active participation and the successful completion of the test by a majority of students reflect the effectiveness of the teaching methods and the relevance of the course content.

The Add-on Course on Business Benchmark for the 2019-2022 batch was a successful initiative by the Department of English, St. Michael's College. The students' active participation, successful completion of assessments, and positive outcomes indicate the effectiveness of the course in enhancing their proficiency in Business English. This initiative aligns with the college's commitment to providing holistic education by supplementing the standard curriculum with practical and relevant skill-building opportunities.



Principal
St. Michael's College
Cherthala