

Dr. Babasaheb Ambedkar Open University
Term End Examination July -2026

Course	: Diploma in Translation studies	Date	: 11/07/2026
Subject Code	: DTS-07	Time	: 03:00pm to 05:15pm
Subject Name	: Translating Commercial Literature	Duration	: 02.15 Hours
		Max. Marks	: 70

- Q-1** Discuss the nature and major characteristics of commercial literature. Explain how persuasive communication and brand identity contribute to commercial success. **14**

OR

Describe the various types and genres of commercial literature. Explain the purpose and characteristics of advertisements, brochures, product descriptions, social media content, email marketing, and website content.

- Q-2** Trace the historical evolution of commercial literature from ancient trade practices to the digital era. **14**

OR

Discuss the various types and applications of commercial literature across sectors such as retail, healthcare, tourism, banking, education, and technology.

- Q-3** Discuss the principles and methods for translating commercial terminology accurately while maintaining clarity and consistency. **14**

OR

Describe different types of banking documents and explain the role of translation in banking and financial communication.

- Q-4** Explain the role of translation in tourism and hospitality. Discuss how effective translation enhances customer experience and intercultural communication. **14**

OR

Discuss the significance of translation in the insurance sector. Explain the challenges involved in translating insurance policies and legal documents.

- Q-5 Write Short Notes (Any two)** **14**

1. What is transcreation?
2. What is the role of visual elements in commercial literature?
3. What is a slogan? Give one example.
4. What is the importance of logos in branding?
5. What is commercial terminology?
