

B.B.A. / B.C.C.A. CBCS Pattern Semester-I
UCB1C03 / UBCCAT101 - English (Business Communication)-I

P. Pages : 2

Time : Three Hours



GUG/W/24/10584

Max. Marks : 80

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- 1.** Answer **any two** of the following questions in about 150 words each: **16**
- i) What is communication? Illustrate the verbal communication?
 - ii) What are the different forms of communication? Discuss in detail.
 - iii) Write a note on non-verbal communication.
 - iv) Discuss in detail the barriers of communication.
- 2.** Answer **any two** of the following questions in about 150 words each: **16**
- i) Illustrate in detail the process of formal written communication.
 - ii) Write a short note on designing a message. Illustrate its organizing, selecting and arranging ideas.
 - iii) Define good writing. Illustrate qualities of good writing.
 - iv) Write a note on deciding purpose and analysing audience.
- 3. A)** Answer **any two** of the following questions. **8**
- i) Write a letter to Laxmikant Book Depot, Sitabuldi, Nagpure enquiry about the availability of books for competitive examination.
 - ii) Write a letter of complaint of M/S Radhika & Sons Pvt. Ltd., Nagpur for supplying defective electrical objects.
 - iii) Write a letter of order for cricket kits to Royal sports, Mumbai as a sports teacher of model college, explain.
 - iv) Write a letter of reply to the principal Arts and science college, Parel, Mumbai for your selection as an assistant professor in English.
- B)** Find out the errors in given sentences and rewrite them. **8**
- i) I am thinking to change my job.
 - ii) My parents wanted that I study.
 - iii) It is more cold today.
 - iv) I shall phone you when I will arrive.

4. Answer **any two** of the following questions in about 150 words. **16**

- i) Write a note on principles of report writing.
- ii) Summarise the important points to be kept in mind to give an effective presentation.
- iii) Bring out the difference between academic report and business report.
- iv) Write a short note on visual aids of presentation.

5. Answer **any eight** of the following questions. **16**

- i) What is non-verbal communication?
- ii) What is clarity in good writing?
- iii) What is coherence?
- iv) What is the subjective of complaint letter?
- v) What are the objectives of letter of enquiry?
- vi) What is consciousness in good writing?
- vii) What is correctness in good writing?
- viii) State two means of presentation.
- ix) What is listening? Listening.
- x) What do you mean by analyzing audience?
